CONTINUING EDUCATION

a division of the Oregon State System of Higher Education KOAC AM-TV 303 Covell Hall Corvallis, Or. 97331 503/754-1311

SEND CITE

July 3, 1970

Mr. Robert A. Mott Executive Director National Educational Radio 1346 Connecticut Ave., N. W. Washington, D. C. 20036

Dear Bob:

For what it's worth if the date is not too late, I would like to register my flat opposition to the proposed amendment in the Public Broadcasting Financing Act which would require public radio stations to record and retain all public issue programs.

Such legislation implies a control-check system which would be innocuous to the broadcaster wanting to exercise true freedom of editorial judgement in the best sense of the words, "public interest." I fear such an amendment and its attendant implications may cause some public radio people to back away from the public affairs/ issues area, the exact opposite of what public radio should be doing. Or, at best, cause very bland treatment of such affairs/ issues.

Secondarily, such recording and retention is a traffic/recordskeeping job that many stations can ill-afford to instigate much less sustain. And for a station active in the public affairs/issues area, the cost of tape itself could become a burden to an already thin budget.

I flatly oppose the amendment. And if you have the opportunity to use this contribution, it would be appreciated.

CORDIALLY,

Robert C. Hinz General Manager

RCH/bb

From: Robert A. Mott

Enerson)

MEB

UNIVERSITY OF Minnesota

GENERAL EXTENSION DIVISION

DEPARTMENT OF RADIO AND TELEVISION • MINNEAPOLIS, MINNESOTA 55455

June 2, 1970

Mr. Robert A. Mott Executive Director National Educational Radio 1346 Connecticut Avenue N.W. Washington, D.C. 20036

Dear Bob:

I've just been looking at <u>Memo to Managers</u> No. 73, which asks about the effect on CPB-supported stations of the proposed amendment requiring stations to "keep records, including audio recordings, for a reasonable period of time of each program broadcast which involves an issue of public importance."

We have been under a regulation like this laid down by the Board of Regents at the University of Minnesota ever since World War II, and have never found the requirement particularly difficult. In fact, much material of that type is broadcast from pre-recorded tapes anyway; and when this is not the case, we make recordings. In fact, a certain amount of this is just good management, whether or not required by law.

It could be that the three month requirements would be difficult--although I suppose with government matters moving as slowly as they do, this is about the shortest time that could be required.

Anyway, my opinion is that this would not be a restrictive amendment nor difficult to comply with for KUOM. Whether it would be for a very small station, with only one or two tape recorders, is another matter. But from my point of view, it would present no problems.

Yours sincerely,

Burton Paulu

Director Radio and Television

BP:da

The University of Michigan · Ann Arbor, Michigan

E. G. Burrows, Manager

WUOM 91.7 mc.

WVGR 104.1 mc. GRAND RAPIDS

June 3, 1970

Mr. Robert A. Mott, Executive Director, National Educational Radio 1346 Conn Ave NW Washington, D.C. 20036

Dear Bob:

I have reference to the amendment to the Public Broadcasting Financing Act of 1970 which proposes, among other things, that CPB-qualifying stations keep audio recordings of all programs involving issues of public importance for a period of approximately three months. If Congress and the general public were to interpret the wording of this amendment in its broadest sense, I believe the results would be disastrous for public radio stations.

I think it would be safe to say that as much as four hours a day of programs broadcast by WUOM/WVGR involve issues of public importance. This includes news, commentary, lectures, panel discussions, etc. In a three month period this would amount to some 364 hours of programming. Assuming that a station had equipment available at all times to record and/or play back, a fact which I strongly doubt, the investment in tape alone would be in the neighborhood of \$2548. If Congress pursues this policy, it would appear to me that the penalties imposed on individual stations would soon outweight the benefits received from participating in the activities and benefits of the Corporation for Public Broadcasting.

The existing requirements that copies be made and kept of programs specifically underwritten by the Corporation, and the existing rules and regulations of the Federal Communications Commission with its machinery for handling complaints of unfairness, appear to me quite sufficient for protecting the public interest. I would strongly urge NAEB/NER to advocate revision of the amendment's wording or its elimination entirely.

Cordially,

E.G. Burrows



BROADCAST SERVICES

June 2, 1970

Mr. Robert A. Mott Executive Director National Educational Radio 1346 Connecticut Avenue, N.W. Washington, D.C. 20036

Dear Bob,

Your bulletin, #73, of May 29, 1970, gives us real concern. From the beginning of CPB we have given assurance to our administration here at Brigham Young University that CPB was an independent public corporation, actually separated from the government of this country. It would appear to us that if Section Three amended Section 399 of the 1934 Communications Act, is passed by the Senate, all that we have said and CPB has said, as well as Congress, in passing the Public Broadcasting Act, is refuted.

If Congress is passing rules for the CPB, reaching through the Corporation's actions to qualify the spending of monies by CPB, it would appear that the element of "independence" is somewhat farcical and nonexistent.

We do not object to making audio or video tape recordings and submitting these to CPB, but feel that this request should come from CPB and not through Congressional Act. Perhaps we don't understand this proposal correctly, but this is the interpretation we find in the language in the proposed amendment as printed in your bulletin.

Cordially.

Earl J. Glade, Jr. Director

EJGJ:cmw

cc: Donald Quayle



3500 WATTS

91.9 MC

WEbster 5-5972

June 1, 1970

Mr. Robert A. Mott Executive Director National Educational Radio 1346 Connecticut Avenue, N. W. Washington, D. C. 20036

Dear Bob:

My secretary was typing a letter to you on the subject, when I opened the morning mail and found in the Memo to Managers your discussion of the "recording" amendment to the Public Broadcasting Financing Act.

I am saying in this letter, of course, what I was saying in $\,$ my first one -- we are opposed to this amendment.

As we interpret the amendment, we (and other stations) would have to tape record every newscast aired plus public affairs programs we broadcast and save the tapes for a "reasonable" period (an article in Broadcasting suggested three months and specifically mentioned news).

There is a principle involved. We're already restricted from editorializing by terms of the 1967 act. We're already required by the FCC policies, the Fairness Doctrine, Section 315, etc., to be "fair" in our treatment of matters in the public interest. This further restriction is unjust, and, above all, totally unnecessary.

Besides the principle involved, the mechanical and storage problems would be unreasonable! If a station aired many newscasts during the day, and we air several, it would mean devoting a single tape recorder to recording news and public affairs programs, or else be constantly threading and unthreading (in the event you wanted to use the recorder for some other purpose between news programs). And, too, three months after the effective date of the amendment there would be a continuing three-months supply of tapes to store. And, although spacewise we're probably better off than most stations, even for us, storing three months of tapes would create a problem.

June 1, 1970 Mr. Robert A. Mott -2-We certainly feel this amendment is unreasonable and difficult to comply with. We hope NAEB/NER will oppose it. Incidentally, we are, or soon will be, a "qualifying" CPB station, so the amendment would apply to us. On another subject, the Memo to Managers (dated May 29) refers, in the section "FCC Amends Rules Relating To Financial Support," to a Memo to Managers dated May 15. We did not receive that one for some reason. We would appreciate your sending us a copy and the Memorandum Opinion and Order mentioned. Many thanks. Charles Rasberry Director of Broadcasting CR/cd



WOI-AM WOI-FM 640 Kc 90.1 Mc

June 2, 1970

Robert A. Mott Executive Director National Educational Radio 1346 Connecticut Avenue, N.W. Washington, D.C. 20036

Dear Bob:

WOI-FM wishes to make the following points in regard to the issues raised by the amendment dealing with the retention of certain station records which is now part of Senate File 3558 as passed.

- The FCC now has adequate means, through its processes of inquiry, to determine the extent of outside influence, governmental or otherwise, on station news and public affairs programming.
- 2. Record keeping of the sort called for under S. 3558 and its legislative history, imposes an onerous burden on the bulk of the non-commercial radio community, including WOI-FM. While such stations, as a rule, produce far more public affairs programming than most commercial outlets, their overall ability to bear the financial, space, and personnel time obligations imposed by the bill is much less than that of the average commercial broadcaster in spite of the financial aid that may be forthcoming under the Public Broadcasting Financing Act. The obtaining at no small cost the equipment dedicated to the recording process envisioned by the bill, the acquisition of tape stock, and the personnel time which must be devoted to the record keeping would tend to detract from the ability of the stations to pursue their primary aims.
- 3. Governmental influence is equally odious whether it falls on non-commercial or commercial broadcasting. While the fear that such influence tends to follow financing is a rational one, it must be remembered that the power of the government to license an activity likewise raises the spector of undue influence. We maintain that the licensing power, in fact, raises a much more substantial question. If untoward governmental pressure were brought to bear on the average station, that station would be much more likely to compromise its integrity because of the influence the government has through its licensing power than that which it has indirectly through the threat of the withdrawal of financial aid. So, if additional record keeping is required in order to protect non-commercial broadcasters, it is likewise required to protect commercial broadcasters who are much more

Robert A. Mott 2 June 2, 1970

numerous and who, to date, have much more influence in their communities.

- 4. It would appear that in a case where a station's impartiality or fairness is in question, the question is by its very nature of such moment that speed should not necessarily be of the essence in resolving the doubts. Thus the legislative history of S. 3558 dealing with the necessity to deal quickly with such problems appears to be specious. The FCC now has the power to ask the relevant questions that may arise and to expect honest answers from the licensee under penalty of forfeiture. We feel that such present procedures are quite adequate to insure the proper resolution of fairness problems.
- 5. Legislative history aside, common sense tells us that at least part of the rationale behind the amendment is to provide members of the public or the government with additional weapons with. which to challenge station fairness or impartiality. While both public and the government certainly have the right and indeed the obligation to make such challenges, we feel that legislation dealing with the matter should not be proposed under the guise of protecting stations from possible unwarranted challenges.

In summation, we are of the opinion that the record keeping described in the Senate bill in unwarranted, does not in fact address itself to the problem it purports to alleviate, and is in present form discriminatory.

We urge NAEB to work for defeat of the concept in the House of Representatives or, at the very least, to attempt to eliminate the discriminatory aspects of the bill as passed by the Senate.

Best regards.

Sincerely,

Vonale of on

Radio Station WOI-FM

Donald D. Forsling Associate Manager

DF:mf

cc: R.C. Mulhall-WOI

Stanley S. Neustadt-Cohn & Marks



UNIVERSITY OF ILLINOIS BROADCASTING

June 2, 1970

Mr. Robert Mott, Ex. Dir. Natl. Ed. Radio Network 1346 Connecticut Ave. N.W. Suite 1223 Washington, D.C. 20036

Dear Bob:

You inquired about stations' bans on broadcasts of political candidates in the May Member Information Service. We do observe such a ban at W I L as a reflection of University policy and I suspect that the general shortage of candidate broadcasts is the result of similar policy at other institutions.

You also inquire, in a recent Memo to Managers, about the likely effect of the Senate's amendment to the Public Broadcasting Financing Act of 1970 requiring the retention of records of public affairs programs by stations receiving Title II assistance. I am not a manager, but I do have a few thoughts on this matter.

You appraise the record retention requirement as a means of reducing the chance of government influence over program content by providing a ready means of showing the actual content of a controversial program. It seems to me that any requirement that a record be kept is automatically a form of intimidation, albeit a mild one. If anyone accuses a station of bias, it is up to the accuser to provide concrete evidence of it, not the station to prove its innocence. A station might well wish to keep records for its own protections, but why should it be required to do so?

Moreover, a requirement that certain broadcast material be recorded ignores radio's character as an essentially ephemeral medium. True, the greater part of most stations' programming is pre-recorded, but nothing about the medium dictates that this be so. Some of the more significant programming being done such as WBFO's weekend storefront broadcasts and KQED's street radio project, is spontaneous and live on-the-air. Of course it could all be taped off the air but it might require a substantial amount of tape to record all broadcast periods for three months which include references to "an issue of public importance". This could be a burden to many small stations, and to the investment in tape we would have to add the labor of recording and indexing the material as well as the factor of keeping another recording machine available for this use at all times when it might be required.

Mr. Robert Mott, Ex. Dir.

Of course, there are mechanical logging devices available which automatically make complete taped records of everything broadcast using slow tape speed and multiple tracks, as you know. If the Senate really wants stations to be able to defend themselves from accusations of bias, perhaps they should take steps to help them acquire mechanical logging equipment, but I fail to see how a requirement that they provide copies of their programs to those objecting to their content is going to assist the station or minimize the possibility of government influence.

Sincerely,

Russell Walsh Program Director

RWfb



THE UNIVERSITY OF TENNESSEE DIVISION OF UNIVERSITY EXTENSION Communications and University Extension Building Circle Park Knoxville, Tennessee 37916

DEPARTMENT OF RADIO SERVICES

RADIO STATION WUOT STATE RADIO TAPE NETWORK SPEECH & DRAMA LEAGUE TAR

PHONE 615/974-5375

June 8, 1970

Mr. Robert Mott Executive Director National Educational Radio 1346 Connecticut Avenue, N.W. Washington, D. C. 20036

Dear Bob:

I have studied the Senate amendment to Section 399 of the Communications Act of 1934 as contained in sub-paragraph (b) and I have no strong objection to the amendment. The language is sufficiently obscure to permit any kind of interpretation one may desire to make. For example, what is a 'reasonable time', or who determines if a program involves an issue of public importance?

If the amendment is to be used as an instrument of harassment to browbeat the local station manager to follow a certain party line, then I say to heck with them; I won't accept their money! I'm sure you are aware that as soon as the honorable Nicholas Johnson and his company begin to encourage the public to police the educational stations, we will be swamped with demands to justify every station break and PSA that is aired. It will be the strike application situation all over again. You know that every chance listener who tunes in for the last five minutes of a one hour program can do a much better job of programming an educational station than someone who has worked at it for twenty years.

My reaction to the latest strategy by those guardians of the airwaves is, "who's on first?". If their objective is to cut off all public and private support for educational radio programming, they have made a most effective move. It seems incredible to me that at a time when hope and life giving funds are being pumped into educational radio in an appreciable amount, the Commission would decide to shut off the pump.

I $\underline{\text{still}}$ intend to broadcast the TEXACO Metropolitan Opera. It will sound like the devil when we finish chopping it up, but I will continue to broadcast it until I



receive a cease and desist from FCC. This country is getting so bound by restrictions that you can't even sneeze freely without first getting an act of Congress! I've just about had it.

Sincerely yours,

Raymond Shirley Director

RS/ss





.IUN 1 2 1970

KSJR / COLLEGEVILLE KCCM / FARGO-MOORHEAD KSJN / MINNEAPOLIS-ST. PAUL

STEREO FM RADIO STUDIOS AND OFFICES COLI

COLLEGEVILLE, MINNESOTA 5632

DIRECTOR OF BROADCASTING June 9, 1970

National Educational Radio 1346 Connecticut Ave. N. W. Washington, D. C. 20036

Gentlemen:

This is in reference to Memo No. 73 of May 29 regarding the amendment to S. 3558 which will require educational stations receiving CPB support to retain records in case of complaints and the FCC amendment concerning underwriting.

I feel that the Senate amendment is definitely restrictive and will be difficult to comply with. The fact that CPB now requires a copy of any program specifically underwritten by a grant from the Corporation does not bear on this issue. CPB's requirement is only for specific programs, but it is my understanding that the Senate amendment pertains to <u>all</u> programs involving issues of "public importance". The latitude of definition of such terminology is extremely far-reaching and, it seems to me, would involve keeping records of any and all programs that might be construed as constituting unfair treatment.

The sheer physical problems such as storage space and personnel to handle record keeping impose an onerous burden on noncommercial stations which are, for the most part, sorely understaffed and overworked already. Far more important, however, is the Pandora's box that such an amendment may open. The intention of the Public Broadcasting Act was that stations should be free of any outside interest, including governmental. In light of recent attitudes towards the media expressed by the current administration—specifically Mr. Agnew—and also Pacifica's current dilemma, this amendment gives cause for further alarm, especially when "news type programs" would be subject to the amendment.

It seems that this amendment could well be the first step toward loss of broadcasting freedom. Such records could be easily obtained by government and used in such a manner so as to determine further governmental controls. Also, the question arises why this imposition should be made on noncommercial but not on commercial broadcasters. Perhaps it's because commercial stations are not so easily controlled since they are not largely dependent on government funding as are noncommercial broadcasters. Our position makes us an easy target for control.

National Educational Radio Page 2 June 9, 1970

In reference to the FCC amendment regarding the rules concerning program underwriting of noncommercial stations I am happy to see the clarification that costs may include operating expenses as well as production costs. However, the problems set forth in your memo are very real ones. The on-air announcement of program underwriters is the most appealing aspect which stations can use in soliciting support from commercial sources. Since such sources are primarily interested in getting their name exposed, noncommercial stations will be seriously hampered in this aspect of fund-raising if we are unable to offer as much identification of underwriters as possible. Strict interpretation of "by name only" identification is exceedingly prohibitive in our specific situation.

We currently have two existing stations with a third under construction. These stations are part of a proposed network throughout Minnesota. Because we do not serve a single city, but rather 75% of the state of Minnesota, we are able to draw underwriting support from many different areas in the State. Since on-air announcements are heard in different areas of the state it is imperative that we be able to give a location for the firm or organization underwriting a program so that listeners who may not be familiar with the underwriter are assured of complete identification. This is a matter of being fair to the underwriter and being able to offer him something in return for his money. Obviously we can't compete with commercial stations in selling air time, but we must be able to offer full credit to underwriters since they view contributions to noncommercial stations as a business proposition and not as an out and out donation.

The same thinking applies to the limitation which is imposed on announcements for general contributions for a broadcast day. We are fortunate to have many individuals who periodically provide expenses for an operational day. Since that day is 19 hours long, three announcements would be widely scattered and can hardly be considered due acknowledgement. Our state wide coverage also applies here. Name only identification certainly would not constitute true and effective identity of person (s) making contributions.

I hope that these thoughts will be taken into consideration by NER and NAEB and incorporated into the information brought to the attention of the concerned parties.

Sincerely, michael W Ovler

Michael W. Obler
Director of Broadcasting



National Educational Radio

A DIVISION OF THE NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
1346 Connecticut Avenue N. W., Washington, D. C. 20036 • Tel. (202) 667-6000

June 26, 1970

CONFIDENTIAL

MEMORANDUM

TO: NER Affiliates Responding to Amendment Requiring Record Keeping of Programs on Issues of Public Importance

FROM: Robert A. Mott, Executive Director, NER

Because of the volume of response, we are using this means to thank all who responded to our inquiry in our <u>Memo to Managers</u> #73 concerning the amendment relating to the maintenance of records of programs with issues of public importance.

As we reported in our <u>Memo to Managers</u> #75, the House version of this legislation does <u>not</u> include the amendment. It is the view of the NAEB staff, after analyzing responses from public radio and television station managers and program directors, that we should take appropriate action to eliminate the amendment from the Public Broadcasting Financing Act of 1970 legislation.

We have moved and will continue to take appropriate actions in this regard.

Responses from radio stations made it clear that managers were concerned about the proposed amendment. In the main, your responses opposed the amendment, although some stations acknowledged activity in this area as required by state law or as dictated by good business practice.

To those of you who suggested that the amendment would be burdensome and economically difficult, we concur but hasten to point out that public radio can no longer stand on the ground that "we can't afford it" and "we don't have staff for it". This may be true but the climate is such that it is not a particularly persuasive argument.

Corporation for Public Broadcasting

(J. C. DINE)



FOR IMMEDIATE RELEASE

PUBLIC RADIO STATIONS
PLAN NATIONAL PRODUCTION CENTER
UNDER CPB AUSPICES

SAN FRANCISCO, December 1--Public radio station managers are meeting here today under the auspices of the Corporation for Public Broadcasting, in the first of three regional meetings to be held around the country this week to plan a national production center for the nation's non-commercial radio stations.

The plans for the national public radio programming and production center are being made this week by the managers of the 73 public radio stations qualifying for assistance from the CPB.

The regional meeting here today is being held at the Hilton

Inn at the San Francisco Airport. On December 3, a second meeting will

be held in Chicago at O'Hare Airport's Concord Motor Inn, and on December 5, a third meeting will be held in Washington at the headquarters of the CPB.

Preliminary planning indicates that National Public Radio will be headquartered in Washington and that the programs NPR produces will be carried by the stations in a live hook-up to be established by next summer.

(MORE)

The Corporation for Public Broadcasting, established by Congress under the Public Broadcasting Act of 1967, is an independent, non-profit corporation created to help develop public radio and television broadcasting through program and station support and establishment of interconnection systems.

September 19, 1969

Mr. Robert D. B. Carlisle
Director, Program Development
Corporation for Public Broadcasting
1345 Avenue of the Americas
New York City, New York 10019

Dear Bob:

I enjoyed participating in the seminar for the feldows. In my usual abrasive fashion, I dindicated some of my concerns. I trust you didn't mind being used as a fold.

In the main, CPB is doing an excellent job as it relates to radio. Al Hulsen has been most effective in the short time he has been on board.

I do feel that the seminar was over balanced in favor of television. And I don't really understand why. Many of the topics should have been related to both media. I could nit-pick about this addinfinitum but decline to do so.

Gertainly, the radio session was no winner. I'll not try to analyze it - rather I'll acknowledge a failure on our part to stimulate any meaningful discussion.

Undoubtedly, the corporation has an excellent program underway. The need for competent manpower in our business is critical. It will be interesting to see how many of the initial group make a contribution in public broadcasting.

Again, thanks for asking me to participate.

Sincerely.

Robert A. Mott

RAM:kh

CPB CAREER FELLOWS -- 1969-1970

OWEN COYLE, WHA-TV, Madison, Wisconsin, A. PRICE BROUGHTON, Southern Educational Network (TV), DAVID CRIPPENS, KEBS-TV, CLAYTON GRILLO, KQED-FM San Diego, California, TV Administration San Francisco, California, Columbia, South Carolina, TV Management Washington, D.C. and Albany, New York Eastern Public Radio Network, Radio Production TV News and Public Affairs

WILLIAM W. KEIFER, WEDH-TV WILLIE MARTIN, WJCT-TV, JIM LEHRER, KERA-TV, Dallas, Texas, TV Journalism Hartford, Connecticut, TV Public Affairs Radio Production

RAMON MERLOS, WMSB-TV, ROSANNA JOY QUINN, WKNO-TV, East Lansing Michigan, TV Production

TV News and Public Affairs Jacksonville, Florida,

WILLIAM C. THOMPSON, WOED-TV, Pittsburgh, Pennsylvania, TV Drama TV Production-Direction Memphis, Tennessee,

JAMES VAL, KCET-TV, Los Angeles, California

WILLIAM WILSON, Lexington, Kentucky, Kentucky ETV Authority, Unit Manager

THEODORE WING, WCNY-TV, Syracuse, New York, TV Adult Education Development

> connection systems. gram and station support and establishment of interpublic radio and television broadcasting through prothe Public Broadcasting Act of 1967 to help develop independent, nonprofit corporation established under The Corporation for Public Broadcasting is an

> > CORPORATION FOR PUBLIC BROADCASTING

CAREER FELLOWSHIP SEMINAR FIRST

1969-1970

SEPTEMBER 14-16, 1969

HOTEL WARWICK

54th STREET AND AVENUE OF THE AMERICAS NEW YORK CITY

SEMINAR PARTICIPANTS

SUNDAY

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TUESDAY

SHARON E. ARTHUR, Research Associate	DONALD R. QUAYLE, Director of Newtork Affairs	MATTHEW B. COFFEY, Staff Assistant	ROBERT D. B. CARLISLE, Director of Program Development WARD B. CHAMBERLIN, Vice President	CPB STAFF REPRESENTATIVES		KEBS-TV-FW, San Diego, California	New York University School of Education JOHN WITHERSPOON, General Manager,	WBFO—FM, Buffalo, New York CHARLES SIEPMANN, Professor Emeritus,	WILLIAM SIEMERING, General Manager,	ROBERT SCHENKKAN, General Manager,	FRED REBMAN, General Manager, WICT_TV Jacksonville Florida	ZOEL PAREN I EAU, Station Manager, KSCD—TV, Kansas City, Missouri	National Educational Radio	LEROY I. MILLER, CPB Research Manager ROBERT A. MOTT, Executive Director,	School TV Services, WNDT-TV, New York	Communication Center, University of Denver RICHARD MEYER. Director.	HAROLD MENDELSOHN, Dean,	JOHN W. MACY, President,	National Educational Television	Hershey, Pennsylvania	LLOYD KAISER, General Manager, WITF-TV,	ALBERT L. HULSEN, CBB Director of Radio Projects	"Black Journal"	National Educational Television	JAMES DAY, President,	FREDERICK BREITENFELD, Executive Director, Maryland Center for Public Broadcasting
6:45 Dinner John W. Macy, Speaker	5:30 Reception	Evening: Warwick Room	4:30 Discussion Rick Breitenfeld	3:45 Local Radio Programming William Siemering	3:30 Break	2:45 Community Involvement Fred Rebman	2:00 Local TV Programming Robert Schenkkan	Afternoon: Sussex Room	Jalies Day, Speaker	12:00 Luncheon	Luncheon: Kent Room	LIOYO NAIVE	10:30 Discussion	10:15 Break			Morning: Sussex Room	MONDAY			Rick Breitenfeld	Discussion	7:00 Dinner	6:00 Reception	5:00 Registration	Evening: Oxford Room
	7:00 Dinner Charles Siepmann, Speaker		Evening: Oxford Room	4:30 Summation John Witherspoon		3:20 Break 3:30 Programming for Special Audiences William Greaves		2:30 Programming for General Audiences William Kobin		Afternoon: Sussex Room	Afternoon: Sussex Room		Audience Appraisal Harold Mendelsohn Leroy Miller			Luncheon: Kent Room		Zoel Farenteau Richard Meyer	10:50 Instructional Broadcasting		10:30 Break	Al Hulsen	Robert Mott	9:00 Radio		Morning: Sussex Room

Corporation for Public Broadcasting

1345 Avenue of the Americas, New York, New York 10019, Phone: 212-582-2020



September 9, 1969

TO: CAREER FELLOWSHIP SEMINAR PARTICIPANTS

FROM: ROBERT D. B. CARLISLE, Director, Program Development

Let me call your attention to two enclosures having to do with the upcoming Career Fellowship Seminar at the Hotel Warwick. One item is a rough copy of the schedule of events for the three-day period; please note that there have been minor changes as to who speaks when. Should any of these changes pose a major problem for you, would you be kind enough to call me with modest dispatch?

A second item is the insert for the latest CPB Newsletter, describing in picture and text the Career Fellows themselves. This may be helpful in grooming your approach to them. Regrettably, we have no picture from East Lansing of Mr. Merlos: He was a last-minute substitution because NBC Washington hired away our candidate from WETA.

May I urge you again to give the Career Fellows opportunity to put questions to you. We consider that discussion is a very important aspect of this Seminar.

Bolo Galisle

/ef Encls.

Corporation for Public Broadcasting

1345 Avenue of the Americas, New York, New York 10019, Phone: 212-582-2020



August 28, 1969

Mr. Robert Mott Executive Director NAEB-NER 1346 Connecticut Ave. N.W. Washington, D. C. 20036

Dear Bob:

Concerning the Career Fellowship Seminar session, we're to be "on" at 9:00-10:30 a.m. on Tuesday, September 16, someplace in the Warwick Hotel. I should have the room number by the time we meet here at CPB on the 15th.

I hope to have NAEB Convention copy for you next week and also some feedback from Gene Aleinikoff on the possible distribution of BBC materials to commercial stations by NERN.

Good meeting Wednesday!

Al Hulsen

Director of Radio Projects

AH/jms

Mr. John P. Witherspoon
KEBS
San Diego State College
San Diego, California 92115

Dear John:

Robert Woods advises me that he will write you re the proposed rule making limiting radio-tv combinations. Woods tells me that it doesn't apply to non-commercial educational and that you have no problems. However, he assured me he would tell you all this and more directly by mail.

would tell you all this and more directly by mail.

Al Hulsen and I had a long but fruitful meeting yesterday afternoon, and I agreed to participate in the

briefing on September 16 as you requested.

My remarks will be limited to the topics you suggest though just how I'm to cover all that in ten minutes puzzles me somewhat! I'll be ready on the 16th.

If we need to check signals before we go on, breakfast prior to the presentation would be a possibility. I always like to talk these matters over so that the panel doesn't surprise each other when the show begins!

The NERN aituation is finally beginning to shake down. We have overcome the technical problems - all duplicators are working - the mastering units are in shape - order is being brought out of chaos.

Have you seen the October-November-December program offering? It isn't all we wanted it to be but believe there is considerable improvement, and we know the January-February-March shhedule will be even better.

I'll look forward to joining you and Al for the September 16 sessions,-

Sincerely,

Robert A. Mott

RAM:kh cc: Hulsen



August 22, 1969

Mr. Robert A. Mott National Educational Radio 1346 Connecticut Ave., N. W. Washington, D. C. 20036

Dear Bob:

When Al Hulsen was in town last Friday, we discussed the radio portions of the seminar being planned for the CPB Fellows in September.

A number of the presentations will have to do with broadcasting in general, and some inevitably will tend toward television, but on Tuesday morning, September 16 from 9-10:30 there is a session set aside specifically for radio. I will be the chairman. It occurs to Al and me that it would be a good idea for the three of us to participate. Your emphasis might be the background and present status of educational radio, including the Board's present position toward development of the national service. Al would stress the Corporation's position and steps that will be taken in the immediate future under the Corporation's aegis. I will be Mr. Interlocutor.

Throughout the entire seminar there will be an emphasis on discussion by and with the Fellows, and not merely on straightforward presentation. Accordingly it seems to Al and me that our mutual presentation might take perhaps 30 minutes, followed by a good hour of talk with these people.

Another aspect that occurred to us would be a brief presentation highlighting the unique nature of radio. We had thought of a short tape presentation that might lead off the session. One possibility would be the Stan Freberg spot "Stretching the Imagination" which Bob Hilliard quotes in Chapter 4 of his book "Radio Broadcasting." Another example would be the excellent Fuller Paint spot which does a far better job of selling color than television could possibly hope to accomplish. Al has a couple of ideas along these lines too, and you may wish to add your own thoughts. Al is coordinating the acquisition of the material.

Both Al and I hope you will join us for the session on September 16. CPB can of course provide additional information about the seminar as a whole.

Best regards,

Min P. Witherspoon

cc: A. L. Hulsen



MEMORANDUM

Date:

August 22, 1969

To:

Chalmers H. Marquis Robert A. Mott

Robert A. Woods

From:

John Witherspoon

I'm writing this not to sound the alarm, but because the alternative would be to ask you individually about the proposed rule that would limit radio and television combinations. I refer particularly to the report in the August 4 Weekly Television Digest.

I have the impression that the proposed rule is not a very popular idea anyway, but should it come to pass, it would have some obvious implications for public broadcasting. In San Diego, for example, the only real hope of developing KEBS-FM into a strong public station is to build its association with KEBS-TV. A number of the principal public television stations are now seeking radio affiliates, and it seems to me that this is an essential development.

I would appreciate knowing where we stand in the present FCC proceeding.

September 19, 1969

Mr. John W. Macy, Jr.
President
Corporation for Public Broadcasting
1250 Connecticut Avenue, N. W.
Washington, D. C. 20036

Dear John:

I was delighted to participate in the orientation for the Career Fellows and hope my participation was helpful.

In view of my limited contact with the Fellows during the seminar, I do want to comment on the design of the workshop. I have written Bob Carlisle indicating some reaction which I hape will be of value.

As Al Hulsen and I reviewed the radio station responses to the inquiry CPB made relating to the criteria for a public radio station, I was struck by the inadequacy of manpower in many of the stations. I certainly support your view that we face a serious manpower problem and that the Corporation can play a vital role in its solution.

Again, thank you for asking me to participate.

Sincerely,

Robert A. Mott

RAM:kh

Corporation for Public Broadcasting

John W. Macy, Jr., President 1250 Connecticut Avenue, N.W., Washington, D.C. 20036, Phone: 202-223-2228/9



September 17, 1969

Mr. Robert Mott Executive Director National Educational Radio 1346 Connecticut Avenue, N.W. Washington, D.C. 20036

Dear Bob:

I am extremely grateful to you for devoting time, energy and enthusiasm this week to an effective orientation for our fourteen Career Fellows.

It has been so gratifying to us to find that you and the other participants, who are more than amply busy at home, were willing to give this manpower training project the best kind of lift-off. It tends to underscore my own conclusion that development of today's producers and tomorrow's managers is an objective that has to rank among the most significant for the Corporation.

I want to impose on you for further assistance in connection with the Seminar. I would benefit greatly from any thoughts you may have about improving the design of this type of workshop, as well as on the broader subject of manpower training for public broadcasting. Meanwhile, please accept my deep thanks for your participation this week.

Sincerely yours,

John W. Macy, Jr. President

Corporation for Public Broadcasting

NEWSLETTER

Volume 1

Number 3

September 1969



REACHING FOR THE EARTH

Public broadcasting has announced an enterprising schedule for Sundays starting this fall, along with a wide range of program projects, of new kinds of programs in production, of bright new talents coming into the public broadcasting sphere, and of increasing nationwide support of public broadcasting's objectives. Children's Television Workshop is putting final touches to, and post-copy-testing, its kickoff programs for Sesame Street. NET, as new president James Day succeeds John White, is unveiling a flock of bright new additions to its program roster.

While tending the fall crop, no one is losing sight of future harvests. Toward the end of June, at a place called Wingspread in Wisconsin, public broadcasters from around the country met with scores of artists, writers, scientists, professors, all there to talk about what public broadcast programming might become in the near future, and what it should become. By all indications the three-day meeting, held at the Johnson Foundation's conference house (Wingspread) under the auspices of the Kettering Foundation, was a mind-stretching experience.

As one participant recalls, "About 50 men and women of various backgrounds, wide age ranges and disparate



William Reed, Commissioner of the Big Ten Athletic Conference, contemplates public television possibilities during a break at the Wingspread Conference with Norman Cousins. Editor of The Saturday Review, and John W. Macy, Jr., President of the Corporation for Public Broadcasting.

occupations spent three days here at the end of June to discuss the one thing they did have mutual interest in -public broadcasting. Continued on page 2

NEW IMAGES FOR AMERICANS

Coincidentally, some of the suggestions put forth at Wingspread were already being given tangible form at a number of public television stations. By mid-summer, production was underway on a wide range of programs that may point the way for new forms of future programming.

Nowhere was such activity more intense than at the 13 television stations whose projects had won production grants from the Corporation for Public Broadcasting. The stations and the programs they are producing under the grants are as follows:

- At KVIE, Sacramento, Richard Simpson is using film to explore the oneness of man and the natural world he is part of.
- WTHS, Miami, is documenting how refugees from Castro's Cuba are shaping - and being shaped by - the life and the culture of South Florida.
- WYES-TV, New Orleans, is recording the surviving Acadian life-style in Louisiana.
- WMEB-TV, Orono, is summarizing the humor and folklore endemic to Maine, as chronicled by Marshall
- KTCA, St. Paul, is tracing the history of the reform movements of the region.
- WBGU, Bowling Green, Ohio is exploring whether America's small towns can resist being swallowed up by spreading cities.
- WITF, Hershey, is mixing media, film, tape, psychodrama, encounter, and confrontation to involve audiences in controversial issues.
- KLRN, Austin, is charting the revolution in movies, exploring everything from underground cinema to "bag" films.
- WHA-TV, Madison, is recording how classical music teachers become turned on to The Sound, and on how rock music groups become plugged in to the classics at this summer's Youth Music Institute.
- WMVS, Milwaukee, is filming a new ballet on location in the wilderness of Wisconsin.
- KEBS, San Diego, is examining how four eminent scientists view our future.
- WCNY, Syracuse, is anatomizing the politics of the rural family, showing how parents and children act upon -- and against -- one another.
- WTVI, Charlotte, is dramatizing black folklore in "The Walls Come Tumbling Down."

Continued from page 1

"Perhaps the one other common denominator was that they were about as articulate as any fifty people can be, and they talked steadily from 8:30 a.m. on, when the commuting bus from the motel to the conference site would be humming with a different meeting in every pair of seats, until late evening, when the bus returned.

"The conference did not produce dramatic conclusions or solutions to the many problems in <u>public broadcasting</u>. It did, however, accomplish something even more important—it forged for public broadcasting keen interest where there had been mild curiosity and dedication where there had been interest, and even a deeper understanding by people outside the business for those in it."

FALL DOUBLEHEADER

Meanwhile, the Corporation for Public Broadcasting, together with the Ford Foundation, took the wraps off public television's new Fall Sunday schedule. The big news in the schedule is *The Forsyte Saga* and an experiment in participatory democracy called *The Advocates*.

The Forsyte Saga was acquired by NET from the British Broadcasting Corporation. It was run on BBC's uhf network, BBC-2, in the '66-'67 season and then on the BBC's main network, BBC-1, in the '67-'68 season. As a result, it is said that hardly a Briton alive has not seen the series. In the BBC-1 run it was a national habit and a national preoccupation. Every Sunday through the 26 weeks of the Saga, more than 15 million Britons were watching, and clergy decried the attendance falloff at Vespers. The Saga has since been sold to 42 countries, including the Soviet Union. It stars Eric Porter, Kenneth More, Nyree Dawn Porter and Susan Hampshire.

The Saga is vastly more than a period piece, than an exercise in nostalgia, although such appeal is one of the threads in the series' rich tapestry. It's worth noting, for example, that for each of the 26 hour episodes of the Saga, some fifty new costumes were designed. But the significance of the Saga far transcends its glamour. Society in the advanced industrial nations has been so transformed in recent decades that we sometimes forget how rapid and far-reaching were the changes and reforms that took place in the hectic days of the Victorians, the Edwardians, and the Georgians. The Forsyte Saga shatters the illusion of tranquility our perspective gives to the days of our great-grandparents and grandparents. Any delight we find in the stately manners, the splendid accoutrements of those seemingly spacious times, may be dispelled by the way the Saga reveals the misery underneath. The wretchedness of the working classes, and perhaps worse, the inward misery, the torment of spirit that underlies the outward decorum and hedonism of the Forsytes.

The series gives an authentic picture of what daily life was like for the different classes of the society from the time of the Civil War right up to the beginning of The Great Depression.

NATIONAL DIALOGUE

Originating from WGBH-TV Boston and KCET, Los Angeles, *The Advocates*, each week for 39 weeks, will look

at a particular question open for decision on major contemporary problems, such as environmental pollution, military procurement, the draft, and dissent in the universities.

In *The Advocates* two skilled lawyers will argue the pros and cons of each issue, and will try to convince a "decision-maker" what to do about it. The decision maker will be someone with responsibility for the actual decision in question. The lawyers will use short documentaries, animated film, and filmed interviews to build their arguments.

An experiment in using television as a form for participatory democracy, the series will attempt to show people that they can affect policies on important issues. Methods are being sought to permit home audiences to participate and make their opinion felt. Studio guests will be polled electronically so that vote totals can be announced as the broadcast progresses.

Roger Fisher, professor of law at Harvard, is the executive editor of *The Advocates*. The executive producer is Gregory Harney, director of national programs at WGBH. The Los Angeles producer is Dr. Richard Scott, executive producer for program development at KCET.

The Advocates will be broadcast live at 10 p.m. EST, over the national public television interconnection system. Although it will be produced primarily in Boston and (alternating weeks) Los Angeles, production teams from the two stations will sometimes go, for live originations, to other cities at the center of particular controversies of national interest.

NEW SOUNDS

WUON!

New directions are also evident all along the <u>radio front</u>, and notably at the 22 public radio stations which won production grants from the Corporation. The grants range from \$1,800 to \$5,000. The 22 winners and the programs they are developing are as follows:

- WFCR-FM, Amherst, is doing An Experiment in Sound Sensations: Or, The Non-Drama, 13 programs creating images and symbols with sound.
- WUHY-FM, Philadelphia, is conducting 10 experiments in participatory democracy with confrontations in the open-air.
- WBUR-FM, Boston, is programming The Drum, a series
 of 29 roundups of what's happening in black communities throughout the country.
- KOAC-AM-FM, Corvallis, Ore., is exploring environmental sound and probing noise pollution and what it does to people.
- WMUB, Oxford, Ohio, is putting together a definitive musical history of the great jazzman, Bix Beiderbecke.
- KSJR-FM, Collegeville, Minn., is developing documentaries to bridge the urban-rural communications gap.
- WNYC-AM-FM, New York, is producing Eyewitness, 20 half hours with Negro Ensemble Company dramatizing black history.
- KUAC, College, Alaska, is recording the life of the native tribes of Alaska and their troubled transition to the modern world.
 Continued on page 3

Continued from page 2

- KEBS-FM, San Diego, is exploring the undersea world in 13 half hours.
- WAMU-FM, Washington, is broadcasting a series of dialogues on urban problems.
- WFSU-FM, Tallahassee, is documenting the changes occurring in the tribal cultures of America's Indians.
- WOUB-FM, Athens, Ohio, is setting up an Action Line to help people in Appalachia.
- KUER, Salt Lake City, is producing Music and Other Four Letter Words, a series on ways in which music can express ideas contained in other arts.
- KUAT, Tucson, is documenting the experiences of poverty area school dropouts.
- KSAC, Manhattan, Kansas, is chronicling the life of Dwight David Eisenhower.
- WMKY, Morehead, Ky., is celebrating the traditions, the culture, and the resourcefulness of the people of Appalachia.
- KANU, Lawrence, Kansas, is exploring a wide variety of psychic phenomena.
- KFJC-FM, Los Altos Hills, Calif., is documenting American Street, the interaction and attitudes of people of diverse ethnic backgrounds all living on the same block.
- WKAR-AM-FM, East Lansing, is producing a weekly public affairs program in Spanish for the local Mexican American community, which has no other medium.
- WDET, Detroit, is probing how poor are preyed upon in the marketplace.
- KVSC-FM, St. Cloud, Minn., is exploring The Minnesota Within, the territory of the psyche charted by Sinclair Lewis in his novels.
- KUOW, Seattle, is celebrating the splendors of English verse through the centuries in Nest of Singing Birds.

NEW FORMS OF TV

Startling new forms of television are being developed at the National Center for Experiments in Television set up last Spring with CPB backing at KQED, San Francisco. Currently in production at the center is Heimskringla, or the Stoned Angels, a work by Paul Foster, Tom O'Horgan, the La Mama Troupe, and Robert Zagone, and produced by Brice Howard, director of the center. The work is a combination of open theatre and chromakey videotape mixing. First, there is a script. Paul Foster (author of Tom Paine), based it on the legend of Vineland the Good and Leif Ericson's discovery of America. Next, rehearsals. The La Mama actors cast lots at the beginning of each rehearsal to see which roles each would play. O'Horgan moves them in and out of the script and through group exercises and improvisations. Then Foster and O'Horgan work with Zagone on the chromakey mix, and then return to rehearsals again, in a continual interplay of electronic space and actor movement. An earlier working title for Heimskringla, or The Stoned Angels was The Tribe. Henry Hewes, drama critic of The Saturday Review, who observed the work in rehearsal, said that the play has established "a dialogue between experimental theater pioneers and experimental TV pioneers that cannot help but benefit both."

A LOOK AT THE COUNTRY

In August, James Day took over as president of National Educational Television. To NET headquarters at Columbus Circle in New York City, Mr. Day carried the reputation he had won with his leadership of KQED, San Francisco, making it into one of the most innovative and effective of all public television stations. His approach to the challenge of the new post is flexible. "I didn't run (for the job), so I don't have a platform," he told The Milwaukee Journal in



July, at the time of the Wingspread Conference. "I hope to do at NET what I did at KQED -- create an atmosphere in which artists can feel free to practice their art."

"My interest is less in formal education than in studying the critical situation this country is in...and in making us feel more like human beings." Mr. Day didn't hesitate to plunge in. For starters, he drove across the country on his way to his new post, to get a feel of the way things are at the grass roots.

Talking to the Journal about the way he helped build KQED in his 16 years as manager of the station, Mr. Day said "we have really had to stick our necks out because we felt we had to fight indifference." As a result, "indifference is not something we've suffered from."

Mr. Day has been general manager of KQED since the station was founded in 1953. In that time the station developed not only into a major force in the life of the San Francisco region but also into a prime source of national programming distributed by NET and other agencies.

Before joining KQED, Mr. Day was deputy director of Radio Free Asia in San Francisco (1951-53). Before that, from '49 to '51, he was on the staff of General Douglas MacArthur in Japan, specializing in the democratization of that nation's radio stations. From '46 to '49 he was director of public affairs and education for the National Broadcasting Company in San Francisco. He served as an officer in the United States Army from '41 to '46.

Born in Alameda, California, December 22, 1918, Mr. Day is a 1941 graduate of the University of California at Berkeley.

He is a trustee of the Town School for Boys in San Francisco, a member of the board of directors of the Far West Regional Laboratory for Educational Research and Development in Berkeley, a member of the advisory board of the Bay Area Science Fair, and a lecturer in the department of communications at Stanford University.

A winner of many professional awards and citations, Mr. Day was chairman of the Television Advisory Committee for the State of California. He is a founder of the Western Radio and Television Association, and was its president from 1947 to 1965.

COMING ATTRACTIONS

Seven films for public television are now being made by the winners of the television film-maker competition run by the American Film Institute. Funds for the film projects were provided by the Corporation, with a grant of \$100,000. The films in production are:

- Seems Like Only Yesterday, about social change in the 20th century as seen through three generations of one family-by Carroll Ballard, 31, of Venice, Calif.
- A film about prejudice in a world where blacks rule a white minority—by Robert H. Dyke, 25, of Dearborn Heights, Mich.
- My Brother's Keeper, a documentary on how one prison warden succeeded in changing his state's penal system—by Robert Kaylor, 34, of New York City.
- Ride, Chicago, Ride, the shenanigans of a zany quack doctor—by George Manupelli, 37, of Ann Arbor, Mich.
- A documentary exploring radical politics and life styles across America—by Jim McBride, 27, of New York City.
- A story about a young runaway who meets and matches wits with his long-lost hermit father-by Matthew Robbins-25, of Beverly Hills, Calif.
- A documentary on The Living Theatre's tour of Yugoslavia—by Sheldon and Diane Rochlin, 30, husband and wife, of New York City.

The seven winners were picked from a field of 150 applicants by an AFI panel. The Corporation has set aside \$25,000 more for the film-makers whose films are eventually chosen for broadcast.

ON BEING BLACK, a new series of ten original one-hour teleplays produced by, for, and with members of the national black community, premieres on Wednesday evening, October 1, in color. Produced by Luther James, former CBS executive producer, ON BEING BLACK reveals in dramatic form, the multi-faceted black image of 1969. From mental illness to class divisions, from dance to humor, ON BEING BLACK illuminates the black experience. Alice Childress' Wine in the Wilderness explores the relationship of a young couple alternately being drawn together and pushed apart because of social mores. Abbey Lincoln stars with Israel Hicks in this first drama of the new series.

Johnny Ghost stars Robert DeQui as a champion who tries to save boxing and the black image he has projected from the challenge of a young black boxer whose only interest is in fight money. Al Freeman, Jr. plays a middle class social worker who shocks his parents by falling in love with a woman on welfare in the bittersweet Basis of Need by Clayton Riley. A change of pace is provided by the fourth entertainment in the series when the Alvin Ailey American Dance Theatre performs Talley Beatty's The Black Belt and Alvin Ailey's Revelations. The latter work explores the motivation and emotions of the American black as expressed in religious music -- spirituals, songs of trouble, love and deliverance. A black man's search for help to battle his mental illness is the agonizing theme of Luther James' Alton Flipped, which explores a white world indifferent to a black man's paranoia.



Avant-garde composer Michael Colgrass (1.) receiving a commission from CPB's John Macy (r.) to compose Nightingale, Inc., a musical for public television, about a Masia attempt to set up an opera company.

EYES ON THE HIDDEN MEDIUM

CPB's Radio Advisory Council held its second meeting at the beginning of August in Madison, Wisc. The 12 council members mulled over ideas for a Washington production center and for a live radio network, and considered standards for Public Radio stations. The Council consists of Myron Curry, KFJM, Grand Forks, N. D.; Richard Estell, WKAR, East Lansing, Mich.; Albert Fredette, WAMC, Albany, N. Y.; Robert Hinz, KOAC, Corvallis, Ore.; Ken Kager, KUOW, Seattle, Wash.; William Kling, KSJR, Collegeville, Minn.; Will Lewis, WBUR, Boston, Mass.; Marjorie Newman, WFSU, Tallahassee, Fla.; Roger Penn, Washington, D. C.; Karl Schmidt, WHA, Madison, Wisc.; William Siemering, WBFO, Buffalo, N. Y.; and John Witherspoon, KEBS, San Diego, Calif.

EYE ON ANIMATION

As television coverage of Apollo 11 trajectories and maneuvers again made clear, film animation is unrivaled as a way to make difficult subjects easy to grasp. It's seldom used in educational and instructional television, of course, for the simple reason that good, full animation is many times more expensive to produce than is live-action footage. Now the Corporation is underwriting a study to find out whether public television stations, together with schools and universities, government agencies, and educational film marketers, could be served collectively through a centralized animation pool. Under a grant from the Corporation, public television station KCET, Los Angeles, has assigned veteran animator Lawrence L. Kilty to make a feasibility study of the possibility of setting up a national film animation center in Los Angeles.

ON THE EVE

The ability of public television to respond speedily to pressing national concerns was again demonstrated on August 5, when NET networked a special on the Senate vote on the ABM looming the following morning.

TAPPING BLACK TALENT

Meanwhile, public broadcasting this summer was tapping the talents of a number of black stage directors -- and thereby remedying what has been a lack of blacks thoroughly acquainted with directing television.

In Boston at public television station WGBH-TV, under a CPB grant, black stage directors were breaking into the medium by working first alongside experienced TV directors and later on their own, in directing plays in the On Being Black series of 15 original 60-minute dramas. Among the directorial talents tapped for the series are Edmund Cambridge of the Negro Ensemble Company, Lloyd Richards of New York University's School of Arts, Roy Allen, assistant director of CBS-TV's Black Heritage, George Bass, formerly of the Spanish-English Theatre in Harlem and the Longwharf Theater in New Haven, and Stan Lathan, director on Say Brother, WGBH-TV's black public affairs show.

IN WASHINGTON

This summer in Washington, three black students are working in television production at WETA, as part of an experimental training project financed by a grant from the CPB. The three are Phylicia Allen, 21, drama major at Howard University and a native of Houston, Tex.; Cary Beth Cryor, 21, a Baltimore artist and photographer, and Leon Collins, 20, of Washington, who is majoring in cinematography and TV production at Howard.

WORLD PERSPECTIVE

As new blood streams into public broadcasting, other programs have been keyed to perfecting the professional capacities of those already working in public broadcasting. One such pilot project is the Fellowships Abroad program, under which four young public broadcasters will work and study for a year with broadcasting organizations in other countries. The Fellows, recently announced, are Raymond G. Dilley, 29, director of school services for Vermont Educational Television; James H. Lewis, 26, director of news and public affairs at WJCT-TV, Jacksonville; Juris Jansons, 26, news director of KUOW, Seattle, and Jack Mitchell, 27, public affairs director at WHA, Madison. Mr. Dilley is going to Japan to work with Nippon Hoso Kyokai (NHK) at the network's Tokyo headquarters; Mr. Lewis, to Sweden to work with Sveriges TV at the network's Stockholm headquarters; Mr. Mitchell, to London to work with the BBC, Mr. Jansons, to Toronto to work with the CBC.

FOCUS ON DON WIECHEC

Film-maker Don Wiechec is working at CPB this summer as a research associate with the Director of Program Development, Robert Carlisle. A native of Philadelphia, Don received a B.A. in creative writing from the University of Pittsburgh. Following graduation in 1965, he entered the Marine Corps as a 2nd Lieutenant and was promoted to Captain after one and one-half years. He served in Vietnam as the officer in charge of civic action operations for a town of 18,000 people and was awarded the Vietnamese Com-

mendation Medal for effectiveness. In 1968 he was released from active duty and entered the Institute of TV and Film at New York University. Now at 26 years, Don Wiechec is part of the group known as "the gapped generation."

In the fall he returns to the Institute which he is attending on a fellowship from the Kosciuszko Foundation.



When he completes his two-year course there he would like to work in public television. He believes public television offers the individual, through his local station, an opportunity to have a say in -- and a commitment to what goes on in -- his town. "It becomes a sounding board -- an electronic sounding board -- that seems to be the biggest hope for this country," he says.

He believes youth programming must appeal to youth by treating them in terms of their own self-respect, by not talking down to them or moralizing. "You've got to appeal to their perception," he says. He cites, as an example, how to present a problem, such as drug addiction, as a poison in somebody's personality. "If you show enough of these people and if what you show is the essence, then that's very strong and stark and could be much stronger than any kind of narrative or statement an expert could make."

"Tripped Up" is the film that Don and his wife and fellow filmmaker, Betty, produced on drug addiction. The film takes a new attitude toward drugs, Don says. There is no preaching. Instead, the film combines drama and sustained interviews, with a multi-racial cast. It was filmed outdoors in the Amsterdam Project behind Lincoln Center in New York.

It came about after concerned parents in the Lincoln Square Neighborhood Center decided to stage a street theatre to show how bad the drug problem was in their neighborhood. They improvised a hard-hitting play, half-therapy, half-drama.

Don made the play into a film. He condensed it, stepped up the pace, used the people of the neighborhood as actors, and included a series of sharp-focus, "holding" interviews with the addicts and pushers in the second part of the film — a technique which Don believes gives very good insights into their personalities. "We didn't get aimless statements," he says. "We got the most hair-raising, honest baring of their souls."

The film emphasizes the hopeless situation of the addicts. But it should accomplish the aim Don Wiechec has envisioned -- to enable youth to perceive "how it is."

TAKING ROOT

A sign of the far-reaching -- and deeply penetrating -interest of all Americans in public broadcasting was the formation earlier this summer of the National Advisory Committee of the CPB, with representatives of many of America's most broadly based -- and forward-looking -organizations. Taking part in the first meeting of the Committee in Washington recently were men and women from the following groups: The American Association of University Women, Boy Scouts of America, Consumer Federation of America, General Federation of Women's Clubs, National Association for the Advancement of Colored People. National Conference of Christians and Jews. National Council of Churches, National Council of Senior Citizens, National Congress of PTA's, National League of Cities, National Conference of Mayors, National 4-H Club Foundation, National Education Association, National Wildlife Federation, National Audubon Society, U. S. Jaycees, National Catholic Office for Radio and Television, and the League of Women Voters.

At the initial meeting, John Macy urged that local citizens groups gear some of their community action programs to discussion of critical national issues broadcast over public radio and television stations. He pledged CPB and local station cooperation with local groups to trigger hundreds of local "town meetings" around the country, bearing down on local microcosms of urgent national problems.

Mr. Macy also asked the organizations to alert their membership to news of programs of particular interest, for example "Sesame Street," the series of the Children's Television Workshop, and others which might cover the areas of particular interest of the national organizations. He added that public broadcasting would actively seek the advice of the organizations on what programs are needed to meet community needs. "We want our communications to be entirely two-way," Mr. Macy said, "because public service is our only product."

HULSEN JOINS CPB

Albert L. Hulsen joined CPB as director of radio projects. For the past five years he had been manager of Five-College



Radio in New England, managing WFCR, Amherst, Mass., the radio station operated by five colleges in the area: Amherst, Hampshire, Mount Holyoke, Smith, and the University of Massachusetts.

Mr. Hulsen also served on the faculty of the University of Massachusetts as an assistant professor of speech and as an instructor in education. Earlier he was program manager

of WRVR, New York, program director of WGBH-FM, Boston, and public affairs producer of the Educational Radio Network. Last year he won an Armstrong Award for his radio documentary, "Cystic Fibrosis: Children with a Chance."

In 1966 Al Hulsen made a study tour of public broadcasting in Japan, Korea, and Samoa on a research and travel grant from the Five College Committee on Asian and African Studies. Earlier, he studied Korean on a fellowship from the Yale University Far East Language Institute. In 1961 he was in Korea as assistant news chief of the United Nations Command, and before that he was news and public affairs director at WOSU, Columbus, Ohio. In 1955 he took a master's degree in radio and television at Ohio State, after taking a B.S. the year before from the State University of New York. Mr. Hulsen has moved his home -- and his wife and three children -- from Amherst to Centerport, Long Island.

INNER SPACE

John Macy has proposed that a domestic satellite now in orbit be used for transcontinental interconnection of public broadcasting network operations, as well as for other experimental uses, such as a Satellite Cities demonstration. Mr. Macy, on behalf of the major forces in public broadcasting, made the proposal to the National Aeronautics and Space Administration (NASA).

NASA currently has two Applications Technology Satellites in orbit and available for experimental use. Mr. Macy proposes that use of them be assigned to public broadcasting for four experiments: transcontinental interconnection, a public radio network interconnection, a stellite cities demonstration, and tests of network origination from very remote and inaccessible locations.

The transcontinental experiment would bounce signals off the satellite from coast to coast, for relay coastwise by land lines.

The radio network experiment would use the satellite as a feed to the nation's public radio stations. with pickup on the ground by the stations.

In the Satellite Cities demonstration, there would be two-way traffic between the satellite and some six cities acting as the nuclei of regional networks and functioning as centers for production and origination of national and regional broadcasts, and as main switching points for relay of broadcasts bounced from the satellite.

HELPING HAND

To public television stations in Chicago, Cleveland, Los Angeles, New York, and Washington, and to the CPB, the National Broadcasting Company is contributing grants totalling \$1,500,000. NBC operates television stations in those five cities. The first grants to be awarded under the plan are \$300,000 to KCET, Los Angeles and \$500,000 to the Corporation, both to be paid out over five years in five equal instalments.

Corporation for Public Broadcasting

CAREER FELLOWSHIPS

The strength of public broadcasting, like the strength of any force in modern life, is the strength of its people. This summer the Corporation made a number of moves designed to strengthen the ranks of public broadcasters.

Chief among them are the Career Fellowships.

The Corporation picked 14 men and women from a field of 82 applicants and awarded them Career Fellowships in public broadcasting. The 14, who represent a cross-section of American life, will work for a year at public television and radio stations. Some of the winning candidates are veteran journalists distinguished for their investigative reporting, others are minority group community activists, and still others are experimenters in the arts.

The 14 Fellows will begin their training cycle with a seminar in public broadcasting to be held in New York City for three days from September 14 through 16. The seminar will brief the Career Fellows on the general structure of public broadcasting.

Taking part in the seminar, along with CPB executives, will be Dr. Frederick Breitenfeld, Jr., Executive Director of the Maryland Center for Public Broadcasting; John Witherspoon, General Manager of KEBS-FM-TV, San Diego; Lloyd Kaiser, Manager of WITF, Hershey, Pa.; Robert F. Schenkkan, General Manager of KLRN, Austin; William Kobin, Vice President for Programming at NET; James Day, President of NET; William Greaves, Executive Producer of Black Journal; Zoel Parenteau, Manager of KCSD, Kansas City; Dr. Richard Meyer, Director of School Services at WNDT, New York; Fred Rebman, General Manager of WJCT, Jacksonville; and Dr. Harold Mendelson, Dean of the Communications Center of the University of Denver.

After the seminar the Career Fellows will return to their respective stations, to begin the year's program of training and work.



OWEN COYLE Madison, Wisconsin. City troubleshooter

Owen Coyle, 41, will work on the development of Storefront Studio at WHA, Madison. The project is an experiment in opening up two-way communications between the slums and the suburbs. For the past year Mr. Coyle has been a troubleshooter in the Madison city government, working on critical urban problems. Before that, he covered city hall and other beats for the Madison Capital Times. Earlier, Mr. Coyle was on the Peoria Register, where he won the 1959 National Catholic Press Association Award for Best Feature Writing. A graduate of St. Ambrose College in Davenport, Iowa, Mr. Coyle is married and the father of five children.



DAVID L. CRIPPENS San Diego, California. Inner-city educator

David L. Crippens, 26, will specialize in public broadcasting administration as assistant to the general manager of KEBS television and radio stations in San Diego, Calif. Named this year as one of San Diego's ten outstanding young men by the Junior Chamber of Commerce, Mr. Crippens runs an experimental school for ghetto children in San Diego, and teaches a course on U. S. minority politics at San Diego State College, where last year he took a master's degree in social work. A graduate of Antioch, Mr. Crippens taught in Biafra for two years as a Peace Corps volunteer.



CLAYTON M. GRILLO San Francisco, California. Radio communicator

Clayton M. Grillo, 25, will work in all phases of radio production at KQED-FM, San Francisco, Calif. A graduate of the University of California, Mr. Grillo has been working as a volunteer with the new FM station, helping it to go on the air last May. While working in public relations, Mr. Grillo took a master's degree in communications at San Francisco College, and also a third-class operator's license.



WILLIAM W. KEIFER
Wethersfield, Connecticut.
Editor and writer

William W. Keifer, 39, whose investigative reporting on the Hartford city hall beat won him last year's American Political Science Association Award for Excellence in Public Affairs Writing, will work on the development and production of a new public affairs series, Connecticut Issue, at WEDH, Hartford. Before joining The Hartford Times four years ago, Mr. Keifer edited and published a small town weekly. Earlier he was with The Dayton (Ohio) Daily News and The New American Library, and has edited business publications and news magazines. An occasional contributor to The Saturday Review and other publications, Mr. Keifer lives with his wife and five children in Wethersfield, Conn. He is a graduate of the College of Wooster, Ohio.



JAMES HOPE Washington, D. C. Educator and youth counselor

James Hope, 31, will develop network programs on urban problems and national affairs at the headquarters of the Eastern Educational Radio Network in Washington, D. C. A senior counselor in a Washington youth training program, Mr. Hope has taught in D. C. high schools and worked with the State Department as interpreter to foreign guests. Earlier, Mr. Hope was with the African American Institute, and specialized in helping refugee African students enter American universities. From 1962 to 1964 he was in the (former Belgian) Congo as an aide to the head of the Ecole National de Droit et d'Administration in Kinshasa, a school training leadership cadres for the Congo administration. A graduate of the American University of Beirut, Lebanon, Mr. Hope has a master's degree in African Studies from Howard University.



JIM LEHRER Dallas, Texas. Novelist and editor

Jim Lehrer, 34, author of *Viva Max* and city editor of the Dallas Times Herald, will become executive producer of public affairs at KERA, Dallas, and will create a documentary production unit at the station. A reporter and editor on Dallas newspapers for the past ten years, Mr. Lehrer's novel, a satire on the retaking of The Alamo by Mexican freebooters, has been made into a movie with Peter Ustinov. For the past year Mr. Lehrer has been moderator of KERA's *Viewers Voice*. His reporting on politics in the Southwest has won him a number of awards and citations. A graduate of the University of Missouri, with a degree in journalism, and a veteran of the U. S. Marine Corps, Mr. Lehrer lives in Dallas with his wife and three daughters.



WILLIE J. MARTIN Jacksonville, Florida. Commercial radio manager

Willie J. Martin, 31, will work in television news production and programming at WJCT, Jacksonville, Fla. Vice President in charge of operations of the Mel-Lin Corporation, owner and operator of a group of black-oriented radio stations, Mr. Martin has worked in radio broadcasting for the past eight years. A graduate of Alabama State College, Mr. Martin started in broadcasting when he was still in high school, moonlighting as an announcer on a local radio station. From then until becoming Vice President at Mel-Lin a year ago, Mr. Martin did everything in radio from announcing to production to programming to sales. He lives in Jacksonville and his wife and two children.



ROSANNA JOY QUINN Memphis, Tennessee. Music educator

Rosanna Joy Quinn, 26, will learn the ropes of television production and direction at WKNO, Memphis. A graduate of Howard University, with a master's degree in education from Memphis State University, Miss Quinn has been teaching music to ghetto children, using the methods of Carl Orff and others in a Federally backed music project.

RAMON L. MERLOS Lansing, Michigan Educator and translator

Ramon L. Merlos, 28, is a special teacher of mathematics and languages in the Lansing Public Schools. He will work in all phases of television production at WMSB, Lansing, while studying radio-television at the graduate level at Michigan State University. Recently Mr. Merlos has worked as a translator and as an advisor for WMSB's Spanishlanguage news series, Revista Latina. He was born in Aporo, Mexico and came to the United States in 1961 after completing studies at the St. Anthony Seminary in El Paso and at the University of Guanajuato. Later Mr. Merlos studied mathematics and languages at the Catholic University of America, and recently has been doing postgraduate work in education at Michigan State University. Mr. Merlos speaks fluent Spanish, French, Latin, and English. Among his responsibilities in the Lansing schools is special tutoring of Spanish-speaking children of migrant workers.



WILLIAM C. THOMPSON Pittsburgh, Pennsylvania. Professor of drama and stage director and dramatist

William C. Thompson, 30, will work on the development of new forms for television drama at WQED, Pittsburgh, Pa. Mr. Thompson last year left his post as assistant professor of drama and speech at Transylvania College in Lexington, Ky., to qualify for a master's degree in fine arts at Carnegie-Mellon University in Pittsburgh. A graduate of the College of Wooster, Mr. Thompson also has a master's degree in drama from Wayne State University. He has directed and mounted scores of plays, from Hamlet to Krapp's Last Tape, and has written musical comedies, dramas and topical reviews. He is married and the father of one child.



JAMES VAL Los Angeles, California. Cinematographer, writer, actor

James Val, 25, will work on the development of *Ahora*, a daily Spanish-language news program at KCET, Los Angeles, Calif., while training to become a production unit manager. A founder of the Mexican-American Theater Workshop, Mr. Val has often appeared in *Cancion de la Raza*, KCET's serial on the lives of Mexican-Americans in Southern California. A cinematographer and writer for stage and television as well as actor, Mr. Val heads his own documentary-film company, and has served in a wide range of local youth programs. He is a graduate of East Los Angeles College.



THEODORE WING Washington, D. C. Film-maker

Theodore Wing, 22, will work in all phases of television production at WCNY, Syracuse, N. Y., while qualifying for a master's degree in radio and television at Syracuse University. A graduate of Howard University, Mr. Wing worked on Color Us Black, the NET Journal documentary filmed at Howard, and produced and directed his own film, "Recess." He was cameraman on a film called "Toward a Black University Conference." Last summer Mr. Wing took part in the 14th Annual Flaherty Film Seminar in Putney, Vt. His home is in Washington, D. C.



WILLIAM HUNTER WILSON Lexington, Kentucky. Educator and psychologist

William Hunter Wilson, 24, will work on the development and administration of extension programming at the head-quarters of the Kentucky Educational Television Network in Lexington, Ky. Mr. Wilson has been a high school assistant principal, and a counselor at the University of Kentucky and at high schools, clinics, and institutions in Kentucky. A graduate of Kentucky State College, Mr. Wilson last year took a master's degree in educational psychology and counseling at the University of Kentucky.



A. PRICE BROUGHTON
Memphis, Tennessee.
Television producer and director

A. Price Broughton, 34, will specialize in network administration while putting together SECA Interconnect, a new series on the Southern Educational Network. While based at the headquarters of the Southern Educational Communications Association in Columbia, S. C., Mr. Broughton will travel from station to station in the network, working with them in making programs for the series.

Senior producer-director at WKNO-TV, Memphis, Tenn., Broughton joined the station as a cameraman in 1961 and quickly rose to the top production post. A native of New Madrid, Missouri, Mr. Broughton has been an instructor in radio-television at San Francisco State College, where he earned an A.B. degree in "Communication Arts and Society." He was an Army broadcaster during his military service.

September 19, 1969

Mr. John W. Macy, Jr.
President
Corporation for Public Broadcasting
1250 Connecticut Avenue, N. W.
Washington, D. C. 20036

Dear John:

The CPB Newsletter for Spetember, 1969 (Volume I Number 3) is an excellent public relations effort on the part of the Corporation staff.

I would like to call your attention to the continuing misuse of the term <u>public broadcasting</u> in the lead atticle, "Reaching for the Earth".

As you know, the Kettering sponsored conference at Wingspread was a public television conference. The newsletter article says that it was a public broadcasting conference.

The term public broadcasting includes both radio and television.

The use of the term public broadcasting when only one medium is involved is confusing and misleading and creates a negative reaction. My hope is that the Corporation staff can organize its vocabulary so that the terms public radio, public television and public broadcasting are used appropriately.

Cordially,

Robert A. Mott

RAM: kh

September 19, 1969

Mr. Albert L. Hulsen
Director Radio Projects
Corporation for Public Broadcasting
1345 Avenue of the Americas
New York City, New York 10019

Dear Al:

In the CPB Newsletter for September, page two, under the title New Sounds only twenty two stations are listed. I believe the WUOM project is excluded. Can you advise me as to the status of their project?

Sincerely,

Robert A. Mott

RAM:kh cc: Landreth

Corporation for Public Broadcasting

(J. C. Dine)



NEW TELEVISION, RADIO TALENT BREAKING INTO PUBLIC BROADCASTING AT NEW YORK BRIEFINGS

NEW YORK, September 11 -- Fourteen highly talented newcomers to the ranks of public broadcasters will participate in an intensive two-day seminar here at the Hotel Warwick, September 14-16. The participants are the winners of the 14 Career Fellowships recently awarded by the Corporation for Public Broadcasting.

The Career Fellowship Program is designed to attract accomplished talent from other fields to the burgeoning field of public broadcasting. The Fellowships are for one year, with the expectation that the Fellows will at the end of the year choose to stay in the field.

The Career Fellows are:

- * A. Price Broughton, 35, Columbia, South Carolina
- * David L. Crippens, 26, San Diego, California
- * Owen Coyle, 41, Madison, Wisconsin
- * Clayton M. Grillo, 25, San Francisco, California
- * James Hope, 31, Washington, D. C.

(MORE)

- * William W. Keifer, 39, Hartford, Connecticut
- * Jim Lehrer, 34, Dallas, Texas
- * Willie J. Martin, 31, Jacksonville, Florida
- * Ramon Merlos, 28, East Lansing, Michigan
- * Rosanna Joy Quinn, 26, Memphis, Tennessee
- * William C. Thompson, 30, Pittsburgh, Pennsylvania
- * James Val, 25, Los Angeles, California
- * William Wilson, 23, Lexington, Kentucky
- * Theodore Wing, 22, Syracuse, New York

The seminar will brief the Career Fellows on public broadcasting structures, operations, and programming, both in television or radio.

After the seminar is concluded the Fellows will report to the stations which have sponsored them as condidates for the Fellowships (see attached folder).

Work sessions in the seminar will be conducted by the following public broadcasting executives:

- * Dr. Frederick Breitenfeld, Executive Director of the Maryland Center for Public Broadcasting.
- * Lloyd Kaiser, General Manager of WITF-TV, Hershey,
 Pennsylvania

(MORE)

- * Robert Schenkkan, General Manager of KLRN-TV, Austin,
 Texas
- * Fred Rebman, General Manager of WJCT-TV, Jacksonville,
 Florida
- * William Siemering, General Manager of WBFO-FM, Buffalo,
 New York
- * John Witherspoon, General Manager of KEBS-TV-FM, San Diego, California
- * Robert A. Mott, Executive Director of National Educational
 Radio
- * Albert L. Hulsen, Director of Radio Projects for the Corporation for Public Broadcasting
- * Zoel Parenteau, Manager of KCSD-TV, Kansas City, Missouri
- * Dr. Richard Meyer, Director of School Services, WNDT-TV,
 New York, New York
- * Dr. Harold Mendelsohn, Dean of the Communication Center at the University of Denver.
- * Leroy T. Miller, Research Manager of the Corporation for Public Broadcasting
- * William Kobin, Vice President for Programming, National
 Educational Television
- * William Greaves, Executive Producer of Black Journal

Page Four Career Fellows

1 2 30

Addressing luncheon and dinner meetings of the Career Fellows and the public broadcasting executives will be James Day, President of National Educational Television; John W. Macy, Jr., President of the Corporation for Public Broadcasting, and Charles Siepmann, Professor Emeritus in the New York University School of Education and communications consultant.

The Corporation for Public Broadcasting is an independent, nonprofit corporation established under the Public Broadcasting Act of 1967 to help develop public radio and television broadcasting through program and station support and establishment of interconnection systems.

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Mr. Albert L. Hulsen
Director Radio Projects
Corporation for Public Broadcasting
1345 Avenue of the Americas
New York City, New York 10019

Dear Al:

This letter is a response to your August 22 communique. I know that we discussed these matters in some detail, but I find it valuable (and I hope you do) to summarize the conversation we had on August 27.

- 1. Interim reports on grants. Nothing new except that we will present the first formal report on schedule on the moving grant shortly after September 30. The exact time will depend on E. A. Hough's fiscal document.
- 2. Satellite proposal. I commented on this in an earlier brief note. The proposal is undergoing change, and I'll have another draft for you on September 15. Your comments were noted in discussion among Norwood, Fellows and Mott on September 5.
- 3. Future Role of NER and NERN (and NPR). I agree that between now and convention time we work out additional specifics. In view of your call for a meeting of the Radio Advisory Council on October 28, I assume we would want detailed proposals to present to the advisory group and to the NER Board at that time.
- I have developed a five year plan for NER covering the fiscal years 1971-1975 and this could serve as a base for projecting the amounts of support grants for NER. I'm a little less sure of the NER/PS grant base but am confident we can work this out. Point is that I'm willing to spend a good deal of time on the development of particulars. My thought is that you and I do the basic work and get the necessary staff, board, council, etc. approvals. I consider this item of high priority.
- 4. Reaction to timetable. In the main, I concur. These questions occur. Is a full discussion of future planning for radio possible at NAEB convention even though CPB Board may not have approved the plan? Will CPB announce the criteria for public radio stations after approval by board on September 26?

Your points c, d, e, f are okay. Do we agree that it will be permissible for a non-public radio station manager to attend the regional meetings at his own expense? He would not vote. He could involve himself in discussion. I suggest that the six regional meetings be concluded no later than December 19 and, if possible, by December 12. The January meeting of the board should be held as early as possible in the month. I agree that CPB and NER/NAEB should not be officially represented at this meeting. We need to spell out necessary procedural details so the board can function.

The February meeting of public radio station managers should not conflict with the meeting of WEST in San Fransisco February 24-27. I do not feel that the public radio station managers can, as you suggest, "revise" the directors' plan. Hear, discuss, review, react, etc. is appropriate but won't the board decision be final policy? (I see no real problem here).

In planning we should indicate that we 'hope' NPR will begin on July 1 but make tt clear that what actually happens will be a decision of the board.

I certainly agree that the user stations and their board consider and resolve the issues of the news bureau and the administration of the interconnection.

In summary, I think your schedule has merit, but I am concerned regarding the February period. Assuming an early February meeting of the public radio station managers, time will still be short to employ staff and actually activate interconnected, live programming on July 1. Even though I see this as critical, I am not suggesting the schedule be changed. Let us hold to it - and see if it can't be pulled off.

I note nothing in your time table regarding the start of interconnection negotiation with AT and T. Am I correct in assuming that as soon as public stations are identified and the board has approved the public concept, Quayle can begin negotiation?

Mary Lynn Moody and staff are anxious to help in the planning of the regional and national meetings. Lead time is required and it is assumged that an appropriate financial arrangement would be reached between NAEB and CPB for the services of the NAEB convention staff.

- 5. CPB at the convention. I believe we have given this adequate discussion.
- 6. BFA-NERN change in relationship. We desire none unless it will work to the advantage of CPB, NPR, the stations, etc. In other words, I suggest the status quo unless there is a need for NERN to step in and 'rescue' BPA and its program resources.

- 7. KQED's World Press has been previewed by Landreth and rejected for NERN use. WTTW's Book Beat has been scheduled in the October-November-December offering. Thanks for your help.
- 8. Title I was discussed at some length in the August 26

 Memo to Managers. You are correct there is confusion on this
 point. I hope we can clarify HEW's and CPB's separate roles.
 I received a letter from one station manager who has just
 received a Title I grant. He was convinced it came from CPB:
- 9. Have talked with Estell and the NER Board will meet following the October 28 Advisory Council meeting. We will have a late afternoon-earlyyevening session designed primarily to react officially to the detailed proposals presented at the radio advisory meeting earlier in the day.

I believe this catches me up with your excellent report. I hope we can set some dates in late September and early October where detailed planning can begin.

Sincerely,

Robert A. Mott

RAM:kh cc: Estell September 8, 1969

Mr. John Macy President The Corporation for Public Broadcasting 1250 Connecticut Avenue, N. W. Washington. D. C. 20036

Dear Mr. Macy:

We are delighted to learn that you have agreed to be the luncheon speaker at the NAEB convention on Monday, November 10, at the Sheraton-Park Hotel. Complete details of the luncheon schedule and location will be provided you well in advance of the convention.

As you may know, various divisions of the NAEB 'host' luncheons on different convention days. The Monday lunch will be hosted by the National Educational Radio Division. Therefore, the luncheon will have a radio flavor, and the audience will include many of the mation's educational radio broadcasting station managers and their staffs. The session is open to all interested, and the audience will include persons outside radio as well.

It is hoped that you'll comment as fully as possible on the Corporation's plans for radio during the course of your remarks.

In addition to your address on Monday, we have reserved a time period on Wednesday afternoon for the topic, "Radio and the CPB". Al Hulsen of your staff is coordinating that session, and we think it will be informative and meaningful.

When firm, additional information regarding the luncheon on Monday will be selt you.

Sincerely,

Robert A. Mott

RAM:kh cc: Harley Moody bc: Hulsen Mr. Albert L. Hulsen
Director Radio Projects
Corporation for Public Broadcasting
1345 Avenue of the Americas
New York City, New York 10019

Dear Al:

When I have traveled to CPB Radio Advisory Council meetings I have paid my own expenses and feel that I should continue this policy. The fact that the NER Board has an opportunity to meet in conjunction with the advisory council suggests to me that NER should defray my expenses since I am not a regular member of the council.

However, I assume that it is appropriate to request CPB payment of expenses and travel connected with my September 15-16 New York trip to review public radio stations and to participate in the briefing for the CPB fellows.

Please advise.

On another matter: I've written John Macy regarding his NAEB luncheon address on Monday, November 10 and sent you a blind carbon. We will ask a number of CPB staff members to join Macy at the head table.

Can you or an appropriate person on the CPB staff provide biographical material on Macy for publicity purposes and in the preparation of an introduction at the luncheon. I'll appreciate your help on this detail.

Suggestion on KCET: Develop a share time or share use facility with one of the educational stations in the Los Angeles area which now uses frequency in school hours only - up to four p.m. Perhaps as a starter an arrangement could be worked out - and eventually KCET could become the dominant figure.

I've had some conversation and correspondence with Lark Daniel, Executive Director of SECA, regarding radio in the southeast. As you know— not much is happening there. He is interested in a development grant for public radio in the southeast. Could we discuss this sometime when we are meeting?

New item: Met with Fellows and Norwood on Friday (5th) to discuss Satellite Task Force Radio Project. Some new ideas were developed as a result of your comments. We should have a draft by the time I see you on the 15th, and I'll bring along a copy.

The NERN Open House was a modest success. It is always hard to measure the benefit from this type affair. One which accrued was that the place was cleaned up and looked quite respectable. Secondly, it was great for NERN, NER and NAEB staff morale. I'd estimate about 100 people attended (200 invited) and NERN and its purpose as well as CPB and its role have been explained to a few more people!

The August 26 Memo to Managers reminded all station managers to return your questionnaire pronto. Hope that the reminder helped.

Is there anything more you want to tell me about the briefing? I'd appreciate any additional information you have on that event.

Sincerely.

Robert A. Mott

RAM: kh

Mr. Albert L. Hulsen Director Radio Projects Corporation for Public Broadcasting 1345 Avenue of the Americas New York City, New York 10019

Dear Al:

I've received a copy of the August 29, 1969, memo from Ward Chamberlin to the TV Station Committee involved with developing the TV interconnection. I note that radio is not mentioned at all in the document, and I think that is propers

What bothers me is that CPB proposes to identify the television interconnection by the name:

The Public Broadcasting Service.

That seems a bit inclusive to me - and I'm sure other radio broadcasters will be opposed. Just wanted to call it to your attention.

Sincerely,

Robert A. Mott

RAM: kh

September 2, 9969

Mr. Albert L. Hulsen Director Radio Projects Corporation for Public Broadcasting 1345 Avenue of the Americas New York City, New York 10019

Dear Al:

Thanks for the thoughtful note to Miss Landreth regarding the NERN quarterly offering. Reaction has been quite favorable nationally.

Sorry your Canadian trip makes it impossible for youtto attend the open house. I'll give you a one minute summary when I see you next at our meeting with the BBC people. Please let me know what you, Frost and Gillard come up with in Toronto.

For some advance thought I want to advise you that in all probability, the NER Board of Directors will be increased from six to eight effective January 1, 1970. This assumes that the NAEB membership votes a by laws change adjusting membership on the ETS and NER Boards. Purpose of the change is to provide for a simple means of moving from the division board to the NAEB executive board.

The impact of this on CPB is that it would enlarge the Radio Advisory Council by two starting in 1970. I wanted you to be aware of the change. It is something we should discuss between now and convention time.

Sincerely,

Robert A. Mott

RAM:kh cc: Fellows Estell

September 2, 1969

Mr. Albert L. Hulsen
Director Radio Projects
Corporation for Public Broadcasting
1345 Avenue of the Americas
New York City. New York 10019

Dear Al:

The Board of Directors of National Educational Radio meeting July 30 in Madison, Wisconsin took the following action:

It was moved that "NER affiliated stations are encouraged not to respond to questionnaires unless the originating agency has gained the prior approval of the NER ExecutiveDirector to circulate the inquiry and the questionnaire carries the endorsement of NER".

The Board carried the motion unanimously.

This letter is to advise you fatthe Board action, precipitated by an unseemly number of questionnaires and surveys placing an interable burden on management personnel in non-commercial stations. In addition, it has been found that some inquiries to stations are duplicatory and that the information is already available from other sources.

The NER Board action, as I m sure you understand, is not designed to halt the gathering of information required for meaningful research or for the further development of action programs. It is hoped that less than meaningful and duplicatory inquiries can be avoided or curtailed.

This office will be cooperative in administering the NER Board policy, and we look forward to approving legitimate inquiry made of non-commercial radio stations.

Sincerely,

Robert A. Mott

RAM:kh cc: Estell

Mr. Albert L. Hulsen
Director Radio Projects
Corporation for Public Broadcasting
555 Madison Avenue
New York City, New York 10022

notes the

Dear Al:

This is a brief narrative on the status of the \$65,000 CPB programming grant to NERN. The first financial report is not due until December 31, but I want to keep you apprised.

As I reported in Madison, procurement of tape to permit hour long program distribution has been completed. This more efficient service will begin in October.

Several programs have been procured for network distribution. I am akking Miss Landreth to send you a copy of the October-November-December offering and identify those programs and series made available through CPB funds.

The general observation I want to make is that I think the NER affiliates are receiving andamazing bargain in the quality and quantity of programs the network staff will procure or produce as a result of this grant.

We are keeping a balance in the funds to insure that we can duplicate and distribute the series being produced by the direct station grants. As I understand it, not many of those will be available for the next quarter offering.

In summary, we forsee no difficulties or problems with the program grant and feel that, as of this date, all is well.

Sometime when you are in Washington you and Miss Landreth should spend a few minutes reviewing program matters. I am delegating the network operation to her, and she is much better qualified than I to review the details of this grant with you.

Please let me know if there is additional information needed at this time.

Sincerely.

Robert A. Mott

RAM:kh

PROPOSED BUDGET - NER CONFERENCE

Expenses:

Staff Travel Conference Staff Salaries Supplies and Expenses:	\$2200 \$2500
Postage Office and Registration	600
Supplies	350
Telephone, Telegraph, TWX Sub Total:	250 \$1200
Sub local.	31200
Operations:	
Printing	\$1500
Equipment Rental	500
Signs and Decorations	300
Miscellaneous	200
Functions:	
2 Luncheons	\$6400
Reception	2000
Program E pense	700
Sub Total:	\$311600

Travel:

520 Registrants @ \$108 average\$56,160

TOTAL EXPENSE:

\$73,660

Mr. Albert L. Hulsen Director Radio Projects Corporation for Public Broadcasting 555 Madison Avenue New York City, New York 10022

Dear Al:

One previous occasion Bill Harley and I discussed with Don Quayle and Robert Swezey the possibility of a national conference for public radio. The conversation with Quayle was in Lexington in May and with Swemey in Washington sometime late that month. The discussion was gragmentary and inconclusive, but the consenses seemed to be that the idea had some merit and might be examined.

On that premise, I asked Mary Lynn Moody, the NAEB convention coordinator, to develop costs for a meeting that would bring two people from about 250 stations into a session.

As a result of the discussions in Madison, the two from a station approach is no longer valid nor is the 250 station figure. As I recall, we discussed one person (the station management) from every non-commercially licensed station plus support personnel.

I suggest we are now talking about a group of 400 station managers plus 25-50 support personnel (NAEB-CPB, etc.).

The assumptions in developing these costs were that the meeting would last two full days, transportation for all participants would be funded by the host organization, individuals would pay their own hotel bills and incidental expenses.

I thought you might like to review these figures. At an appropriate time, should a decision be made to consider such a conference, we would be pleased to join you in working out more precise cost figures. I think NAEB's convention staff has the expertise to handle this type activity in excellent fashion, and we would be pleased to work with you on detailed planning.

Sincerely,

Robert A. Mott

RAM:kh cc: Estell Moody



N E W S from Corporation for Public Broadcasting 555 Madison Avenue New York, New York 10022 (212) 582-2020 (J. C. Dine)

FOR RELEASE: August 20

GHETTO RADIO EXPERIMENT BACKED BY CPB

NEW YORK, August 19 -- FM radio programming originating from a storefront studio in the Buffalo ghetto will be expanded under a one-year grant from the Corporation for Public Broadcasting.

The CPB announced today an award of \$30,440 to WBFO-FM, Buffalo, to expand the ghetto radio experiment it began last September.

Each week in the studio, ghetto people have been creating about six hours of programs of all kinds and putting them on the air over WBFO-FM. With the grant the number of programs will be more than quadrupled through the next year.

The storefront studio was set up experimentally by WBFO-FM, the station of the University of New York at Buffalo, to develop a medium for the ghetto communities. A goal of the experiment was to enable people in the ghetto to develop a new way to communicate news of the ghetto, to inform about jobs, projects, programs, health measures, and to celebrate black culture and history. Although the main purpose of the experiment is to provide a special communications medium for the black population, it is hoped that the experiment can also make white citizens more aware of what is happening in the ghetto.

William H. Siemering, general manager of WBFO, said the satellite studio would also give ghetto residents "an opportunity to air their feelings and grievances publicly, and get action on them."

The studio also gives ghetto people an opportunity to participate in the shaping of programs for broadcast.

Through it ghetto youth who want to learn broadcasting can practice the rudiments.

John W. Macy, Jr., president of the Corporation for Public Broadcasting, said "the BFO experiment like others being conducted by public radio stations in several other cities, will help find new ways for people in the ghettos to break out of the virtual 'communications blackout' in which they were long isolated."

Mr. Macy added that the findings in the experiment would be made available to all of the more than 400 non-commercial radio stations throughout the United States.

The Corporation for Public Broadcasting is an independent, nonprofit corporation established under the Public Broadcasting Act of 1967 to help develop public radio and television broadcasting through program and station support and establishment of interconnection systems.

Mr. Albert L. Hulsen
Director Radio Projects
Corporation for Public Broadcasting
555 Madison Avenue
New York City, New York 10022

Dear Al:

We will need firm material for the NAEB convention program no later than September 5. I am enclosing a copy of last year's convention program for your information.

We will add times, room locations and any other administrative details necessary. Please supply us with namesoffpparticipants, titles, topics and anything else you want included in the program.

I've asked (for political reasons) Mrs. Marjorie Newman to chair the meeting. This means she'll get it started - introduce a person from CPB - and CPB takes over. At close, Mrs. Newman will wrap up in a minute or so. Otherwise, it's your meeting.

The need now is for material for the convention program to meet the printing deadline.

Sincerely,

Robert A. Mott

RAM: kh Encl.

Mr. Albert L. Hulsen
Director Radio Projects
Corporation for Public Broadcasting
555 Madison Avenue
New York City, New York 10022

Dear Al:

This will be a brief interim report on the CPB grant bove move NERN from Urbana to Washington, D. C.

Our first financial report is due at the end of September, ninety days into the project.

Principally due to the terrible technical condition of the duplicating equipment broughtforward form Urbana, NERN has had its difficulties in getting underway. In addition, we feel that Ampex Corporation has not been as helpful as they might have been.

Despite these obstacles, I can report that after 45 days we have maintained the network distribution schedule, improved the technical quality markedly, created a willing and competent staff and begun planning for improved programming in the October-November-December quarter.

The start up costs will be higher than we would like (though still within bounds) due to the problem areas indicated above. Considering the logistics of the move - and looking back on it - I'm amazed that it came off as well as it did - and that we were able to provide uninterrupted service.

I don't see any major problems regarding the move and operating subsidy grant. A better time to rebiew it will be after the first three months when the figures are available.

I can report informally that the cost of the actual transfer was within budget. I had some concern about this since the estimate called for a move of 25,000 pounds and 40,000 pounds came forward. Fortunately, our planning allowed for some flexibility - which we needed.

If you want additional details at this time on the moving grant, please advise.

Sincerely,

Mr. A

Mr. Albert L. Hulsen Director Radio Projects Corporation for Public Broadcasting 555 Madison Avenue New York City, New York 10022

Dear Al:

Here are the copies of the various documents regarding NASA and Educational Radio.

Somewhat to my surprise I did attend the Friday, August 15 meeting presided over by Macy. Quayle, Coffey and Roth were also there along with half a dozen others from Ford, NET, etc.

The decision was, as I maderstand it, to ragine the radio proposal and to have it ready for submittal at an early date. One document to go forward from NASA during the week of August 18, but it will only mention that the radio proposal is forthcoming.

One other factor. Regarding timing. Once NASA okays the radio project, 90 days lead time would be requested.

I am sure you will get reactions and report from your own staff people. My feeling was that the radio proposal was acceptable to the group, and it was agreed to move ahead,

My own feeling is that I have certain concerns and reservations regarding another radio 'experiment' (and what word was used liberally during the meeting) which I would like to talk with you about one of these days before too long.

I hope you find the attached information informative. When you have read it, you will know as much as I about this matter.

Sincerely,

Robert A. Mott

RAM: kh Encl.

August 13, 1969

Mr. Albert L. Hulsen
Director Radio Projects
Corporation for Public Broadcasting
555 Madison Avenue
New York City. New York 10022

Dear Al:

A second draft of the document <u>Future Role of NERN</u> is enclosed. This paper replaces the earlier document dated August 5.

The redraft has been done to clarify the language, to indicate the activities currently **gnigg**ing and to delay estimates of cost until they can be adequately projected.

I've reviewed the definition of a Public Radio Station dated Aggest 8 and consider it an excellent document with which all can live.

Work on checking your station lists is underway. I'm sorry I took so long to get that started.

As soon as possible I will send you a summary report of the two CPB grants. Also, an estimate of a conference for public radio has been developed and you may be interested in those costs figures.

Sorry we were so rushed last week. I regret the conflict in my schedule.

Sincerely,

Robert A. Mott

RAM: kh Encl.

August 13, 1969

To: Albert L. Hulsen, Director of Radio Projects,
Corporation for Public Broadcasting

From: Robert A. Mott, Executive Director, National Educational Radio

Subject: Future Role of NER Network (Redraft of August 5 document)

The Holt Public Radio Study reiterates a key element concerning educational (public) radio. The study says educational radio lacks substance, system, structure and organization.

The CPB Radio Advisory Council reached certain conclusions at its meeting in Madison, Wisconsin on July 31 and August 1. These conclusions identify the future role of NER's Network.

NERN would continue as a taped program service tentatively identified as NER/PS in this document.

NER/PS would continue to function as a radio tape program library. It would continue to duplicate and distribute taped radio programs. Sources for programs would include domestic station productions, programs taped from the NPR live network, audio tracks of TV programs for CPB supported productions, instructional programs, materials from international sources (coordination between NER/PS and NPR would be required here), the current materials available at NERN and at BFA. In addition, the library would include material from other sources generally available without production or use costs.

NER/PS would not be a production agency but minimal production may be necessary and desirable on a limited basis. Generally, NER/PS would limit its activity to the concept of taped delayed broadcast programming.

Generally, NER/PS would not initiate program production or provide funds for production of programs.

NER/PS would continue to be a corporate entity of the NAEB. This would continue the NAEB/NER/NER/PS identity and, incidentally, would make possible membership in the professional-trade association activities of NAEB/NER by all institutions. Legal restrictions on many tax supported institutions deny membership in professional associations. The program service as a part of the professional association would overcome this difficulty for radio stations.

Continuing present policy, NER/PS would be available only to those stations holding membership in NAEB/NER.

All classes and types of stations are eligible for NAEB/NER membership in accord with the NAEB constitution. An overt effort to increase radio station membership in NER is a responsibility of the NAEB.

Fees and assessments for membership and the library cannot be calculated at this time. The parameters should include: (1) Low enough cost to encourage membership and maximum utilization of the library. (2) Charges adequate to make the service viable and effective.

It continues to be the judgment of the NAEB/NER staff that support grants for NER and for NER/PS will be required. Consideration of this factor is related to the schedule of dues and fees and will be developed at a later date.

The long range goal will be the development of a tape library and a public radio professional association that is self sustaining. Both NER and NERN are presently supported at a level that allows both to operate with a modest supplus. It should be understood, however, that NER and NERN services are curtailed by the limited means now abailable.

RAM:kh

41/

Corporation for Public Broadcasting 555 Madison Avenue

New York, N. Y. 10022 August 11, 1969

(212) 582-2020

Mr. Steven A. Bookshester Program Development United States National Student Association 2115 "S" Street, Northwest Washington, D. C. 20008

Dear Mr. Bookshester:

I am sorry to report, after reviewing your original proposal and considering the changes suggested in your letter of July 14, that the Corporation is unable to provide funds for the creation of a National Communications Center.

We are now working closely with Mr. Robert Mott of NAEB/NER/NERN in planning for the establishment of a program production facility in Washington to service all public radio stations. Once this center is established, it may be possible for the United States National Student Association to coordinate with this new organization, tentatively being called Nation Public Radio.

We are also hopeful that The Ford Foundation will assist in the activation of these national radio facilities.

If you have not done so, I wish to encourage you to contact Miss Lillian Brown, Director of Broadcasting at The American University in Washington, D. C. (Tel: 202-966-6506). It is my understanding that she is very interested in developing a student-produced and student-oriented program -- national in concept -- for broadcast beginning in September. Cooperation may be of value to both organizations.

Sincerely,

Al Hulsen Director of Radio Projects

/pb cc: Mr. Mott Miss Brown Mr. Davis

August 6, 1969

Mr. Albert L. Hulsen Director of Radio Projects Corporation for Public Broadcasting 555 Madison Avenue New York City, New York 10022

Dear Al:

Just a note to express my personal appreciation for your making possible a meeting of the NER Board in conjunction with the Radio Advisory Council meeting.

The CPB participation in expenses for travel for the council means to NER an opportunity to transact business on a more than twice yearly basis. While this is a side produce of the advisory council meetings, I wanted you to know how helpful it was to us.

We look forward to working with you in the future, and I hope subsequent meetings go as smoothly and are as productive as the Madison gathering.

Sincerely,

Robert A. Mott

RAM:kh cc: John Macy Robert Swezey Mr. Al Hulsen
Director of Radio Projects
Corporation for Public
Broadcasting
555 Madison Avenue
New York, New York 10022

Dear Al:

Thanks very much for your memorandum and the copy of WASHINGTON WEEK IN REVIEW received last week.

I've had an opportunity to listen to the program, and think it would adapt quite effectively to radio. My suggestion would be to negotiate now for clearances for those stations with a local companion ETV operations. The Program is certainly provocative enough that those stations which could carry the program should have it available.

As we come closer to live networking for educational radio, discussions of expanded usage of the audio on ETV programs such as WASHINGTON WEEK IN REVIEW can be considered in these discussions.

I appreciate your work on this matter for NERN. Please let me known when I can be of further assistance.

Sincerely,

Lucinda K. Landreth NER Network Manager

LKL:brf cc: Mr. Mott

July 15, 1969

Mr. Albert L. Hulsen
Director Radio Projects
Corporation for Public Broadcasting
555 Madison Avenue
New York City, New York 10022

Dear Mr. Hulsen:

Am enclosing herewith another group of the NAEB/NER Yearbook/Directory questionnaires.

More will be on the way as they come in.

Sincerely,

Kathryn Harris

Mr. David M. Davis Program Officer Office of Public Broadcasting The Ford Foundation 320 E. 43rd Street New York, N.Y. 10017

Dear Mr. Davis:

Thank you very much for your letter of 11 July with reference to the proposal for production of programs dealing with higher education and community develop-m ment which I had initially addressed to Mr. Friendly, in a letter dated 7 March.

It does appear that there is a misunderstanding on your part as to the nature of the proposal, particularly your belief that we are proposing a service dealing only with student-operated radio stations. In fact, and if you check over the proposal you will note the point, the proposal is to produce programs which would be distributed to all educational stations which desired them, on the topics as noted in the proposal.

At the suggestion of the Corporation for Public Broadcasting, I recently discussed the production we hope to do with Mr. Robert Mott, executive director of National Educational Radio. Mr. Mott noted that NER does not itself have production capabilities, but would be interested in distributing the programs we might produce, subject to its usual initial review procedures.

As colleges, universities, and related educational bodies are the primary holders of educational licenses, and as the programming we are suggesting is intended to serve the educational community and related communities, and would at its best be a cooperative effort of a national production group plus individual stations and individuals, I continue to believe that our suggestion has some merit.

The budget which we initially proposed could of course be revised downward, with a corresponding reduction in the scope of programming. I am quite aware of the financial difficulties of educational radio, of the considerations of the Foundation and CPB, and of the fact that the funding we initially requested is a considerable sum in the context of the very limited money which has been allocated by national groups to educational radio.

I do hope, however, that in the light of this letter you might reconsider our proposal, and allow me to meet with you if you believe there might be a possibility of some funding.

Respectfully,

Steven A. Bookshester Program Davelopment

oc: Robert Mott See attacked

OFFICE OF PUBLIC BROADCASTING

July 11, 1969

Mr. Steven A. Bookshester Program Development United States National Student Association 2115 S Street, N.W. Washington, D. C. 20008

Dear Mr. Bookshester:

This is a further response to your letter of March 7 requesting help for student-operated radio.

We have now received the report, jointly sponsored by the Foundation and the Corporation for Public Broadcasting, on student-operated college radio stations, which was done as a supplement to the Public Radio Study. In evaluating the findings of these studies, it has become clear that the limited funds we have available for radio should, at least for the next several years, be utilized to support the public radio system in this country, including, ultimately, some national interconnection system. Therefore, we will not be able to provide assistance for studentoperated stations.

In making this decision, we do not wish to imply any lack of faith or enthusiasm for the student stations. We believe that these stations perform a useful function, both as a social activity and as a service to the communities which they serve. We wish that it were possible for us to help, but the needs in the other areas of public broadcasting are too great to make that possible.

u. Davis/n David M. Davis Program Officer

signed in Mr. Davis' absence

4/1

14 July 1969

Mr. Al Hulsen Copporation for Public Broadcasting 555 Madison Avenue New York, N.Y. 10022

Dear Mr. Hulsen:

It was good to speak with you several days ago in regard to the proposal which we had submitted to the Corporation for a program of radio production to serve needs in higher education and community development.

As I noted in our conversation, Donald Quayle suggested in his letter to me of 18 April (in which CPB declined to fund the proposal), that I discuss the matter with Robert Mott of National Educational Radio.

I had the opportunity to do this several weeks ago, and Mr. Mott stated that while NER would be very interested in distributing programs which we might produce, subject to the usual review procedures, they have no funds available for production. This situation sends me back to the Corporation's doorstep, for NSA also has no funds available for production.

Rather than submitting a suggested revised budget, I would like to state where I believe cuts might be made in the budget as submitted to the Corporation:

The field staff, suggested as 5, could be reduced with a corresponding reduction in the ability to produce diversified programming. (There would then be a reduction in the travel budget.) The promotion budget could be reduced, as well as postage. The studio might be deleted, substituting a lower-cost, less-sophisticated arrangement, with corresponding reduction in capabilities. (With reduction in field staff, there would also be a reducation in the needed portable machinery.)

Or, reduced to a bare minimum, we could make it a strickly-Washington staff, and hope that limited production of special national programs might be done based on the contributions of stringers.

In all honesty, it would be much more logical from my viewpoint if you could take the opportunity to review the proposal as initially submitted, and suggest to me what funds if any might be made available from the Corporation for this type of production. If I had an imaginary working figure, I would be able to figure out the production possibilities.

Thank you very much for giving me the opportunity to have our proposal reviewed by the Corporation, and I do look forward to hearing from you in the near future.

Respectfully,

Steven A. Bookshester Program Development

cc: Robert Mott

Corporation for Public Broadcasting 555 Madison Avenue New York, N. Y. 10022

(212) 582-2020

July 1, 1969

Mr. William J. Harley President National Association of Educational Broadcasters 1346 Connecticut Avenue, N.W. Washington D.C. 20036

Dear Mr. Harley:

I am pleased to enclose a check in the amount of \$22,610.00 for financial assistance to enable you to relocate the facilities for the National Educational Radio Network in Washington D.C. This grant is made in response to the letter dated April 22, 1969 from John W. Macy to yourself.

Very truly yours,

Richard J. Clavell

Business Manager

RJC:ro Encl.

July 10, 1969 Mr. Al Hulsen Director of Radio Projects Corporation for Public Breadcasting 555 Madison Avenue New York, N.Y. 10022 Dear Al: This will be one of those letters that can't be filed unless you maintain one of those "Miscellaneous" files. Personally, I don't like people who write such stuff. First, I want to extend belated, but sincere, congratulations to you in your new position. It's deserved recognition for you, and should be an outstanding choice for educational radio people. You'll be blazing new trails, and I know you'll choose directions wisely. We were pleased and grateful to be one of the lucky recipients of a program production grant. The project is well under way. First recordings for "Nest of Singing Birds" were made the weekend the check from the Corporation arrived. I think you'll like them. As for comments on the Public Radio Study, I would like to withhold additional comments for the present. As you know, I had a part in hammering out the NER Board's position, which has been forwarded to you by Bob Mott. I endorse the Board recommendations and feel it might be better not to clutter individual comments from others of the constituency with reiteration of the same points at this time. Also, the Advisory Council will presumably be discussing at least some of Sam's recommendations in Madison. The July 31-August 1 dates for the WHA meeting of the Advisory Council are fine for me -- although I must confess to some trepidation about Madison weather at that time of year. It usually makes me either sleepy or grouchy. Regards, Ken Kager KK:mc toc. Bob most

July 7, 1969

Mr. Albert L. Hulsen
Director Radio Prájects
Corporation for Public Broadcasting
555 Madison Avenue
New York City, New York 10022

Dear Mr. Hulsen:

I am enclosing herewith copies of the Yearbook questionnaire which have been filled out and returned to our office. More will be forthcoming as we receive them.

Sincerely,

Kathryn Harris

m. Mot

Corporation for Public Broadcasting

555 Madison Avenue New York, N. Y. 10022

(212) 582-2020

July 1, 1969

Mr. William J. Harley President National Association of Educational Broadcasters 1346 Connecticut Avenue, N.W. Washington D.C. 20036

Dear Mr. Harley:

I am pleased to enclose a check in the amount of \$32,500.00 representing the July 1, 1969 payment for financial assistance to expand the activities of the National Educational Radio Network.

This financial assistance is made pursuant to the letter dated February 5, 1969 from Frank Pace, Jr. to yourself.

Very truly yours,

Richard J. Clavell Business Manager

RJC:ro Encl. Mr. Donald R. Quayle Corporation for Public Broadcasting 555 Madison Avenue New York City, New York 10022

Dear Don:

This is a response to your May 19 letter re PBS and radio's involvement therein. You asked for my comments re building in radio or insuring that strong provisions be made to include radio at some future time.

It seems to me the June 11 working paper prepared by CPB titled The Public Broadcasting Network adequately insures that radio interconnection and networking will emerge. The language in part I-B is, in my mind, satisfactory. It says that PBS(N) ** **Adding** **Language** **Lang

How we go about insuring the inclusion of radio is, then, the key factor. Currently, we are in a holding action and there is no reason to expect or hope that developments in TV will be slowed, delayed or halted while radio "catches up". That isn't realistic and isn't going to happen -- nor should it.

Thus, it seems that PBN-TV will continue to move ahead of PBN-Radio activity. No one concerned with radio should be alarmed so long as I-B is concurred in by all concerned.

Now, then, do we get at this matter of interconnection and networking. Some steps suggest themselves, and I list them for you.

- 1. Identify "public" radio stations by an appropriate set of criteria.
- Initiate discussions on free or reduced rates for interconnection of all public radio stations.
 As step two is taken, form a planning group to develop
- 3. As step two is taken, form a planning group to develop programming concepts. Perhaps the Radio Advisory Council performs this function.
- Establish production capability for network programs including a news and public affairs bureau.

5. When the reduced rate negotiation indicated in step two is completed and the production center has program materials ready for distribution, begin networking.

Obviously, this is oversimplified. We all are aware of the massive work load engendered by the above suggestions — to say nothing of the economic factors.

In summary: My reaction to your May 19 letter is that radio continue in a holding pattern so far as networking and interconnection are concerned until a sequence of events can be developed that will insure logical progression toward live interconnected broadcasting.

Sincerely,

Robert A. Mott

RAM: kh

June 25, 1969

Mr. Albert L. Bulsen
Director Radio Projects
Corporation for Public Broadcasting
555 Madison Avenue
New York City, New York 10022

Dear Al:

Here is a sample of the questionnaire NAEB/NER will be mailing to <u>all</u> operating non commercial stations plus holders of construction permits and applicants for licenses.

I hope you'll agree that it provides some good basic data for the directory and for your files as well. I've arranged for Miss Harris in my office and Moss Hewitt in publicity to coordinate the sending of copies of each station return to you. Rather than mail individually, they will gather a number of the returns for bulk mailing about once per week.

You should have received the 1969 Yearbooks and the Hidden Mediums by this time.

Sincerely,

Robert A. Mott

RAM:kh Encl. cc: Harris Hewitt

June 24, 1969

/
Mr. Robert D. Swezey
Secretary-Treasurer
Corporation for Public Broadcasting
1250 Connecticut Avenue, N. W.
Washington, D. C. 20036

Dear Mr. Swezey:

Samuel Holt has provided me with a copy of the Campus Radio Study completed recently by Vince Badger for the Corporation for Public Broadcasting and the Ford Foundation.

I found the document informative and am writing to suggest that CPB and/or Ford make a distribution of the study to all noncommercial radio stations.

While the document lacks the significance of the Holt Public Radio Study, I believe the Campus Radio report would be of value to station managers of carrier current operations, ten watt FM stations and other noncommercial radio licensees.

Dissemination of the study to those who might utilize it most appropriately seems to be an important final step that the Corporation might wish to take.

Sincerely,

Robert A. Mott

RAM: kh

June 23, 1969

Mr. Albert L. Hulsen
Director Radio Projects
Corporation for Public Broaddasting
555 Madison Avenue
New York City, New York 10022

Dear Al:

After sitting aboard the Eastern shuttle on the La Guardia runway for ninety minutes Thursday evening and then moving from apartment to house on Friday, Saturday and Sunday -- I'm not sure of what transpired in our meeting.

As I recall, it was a good one -- and there seemed to be mutual agreement on some of the next actions to be taken.

Under separate cover I'm sending 25 copies of <u>The Hidden Medium</u>. Content is unchanged from the previous publication. In addition, two NAEB Directories will be mailed. Let me know if you need more.

The tentative convention schedule is enclosed. I suggest that we open the 2:00-3:00 p.m. Wednesday, November 12 period for CPB to discuss radio. If you want that slot, I'll make it available to you and we can work out the details later. I need to know rather quickly on this.

If you need to pick up any loose ends, give me a call. I'll be out of the office from June 30 to about July 11 but Miss Kathryn Harris, NER secretary, will have my itinerary and can put us in touch.

Sincerely,

Robert A. Mott

RAM: kh Encl.

UNITED STATES NATIONAL STUDENT ASSOCIATION •

2115 S STREET, N.W., WASHINGTON, D. C. 20008

202 / 387-5100

CABLE / NATSTUD

ROBERT S. POWELL, JR. BILL SHAMBLIN, Vice President JAMES GRAHAM, Vice President Campus Affairs

19 June 1969

Mr. Robert Mott Executive Director National Educational Radio 1346 Connecticut Ave., N.W. Washington, D.C.

Dear Mr. Mott:

Several months ago, I submitted to the Corporation for Public Broadcasting a proposal for a new program of radio production related to higher education and community development.

In advising that CPB would not fund this project, Mr. Donald Quayle suggested that I contact you to see if we might pursue any of the programming suggestions with NER.

Unfortunately, I have not had the opportunity to follow this suggestion up until recently, having been out of this office during April and quite busy since that time.

I have enclosed the proposal which was submitted to CPB, and hope you will have the opportunity to look it over. It does, I think, have a number of ideas which NSA and NER might work on as joint projects.

I would appreciate hearing your ideas on this, and will be contacting your office next week to see if an appointment can be arranged for such a discussion.

Respectfully,

Steven A. Bookshester Program Development

encl.

June 17, 1969

Mr. Donald Quayle Director of Network Affairs Corporation for Public Broadcasting 555 Madison Avenue New York City, New York 10022

Dear Don:

This is an informal interim report on the grant to fund the relocation of NER's network from Urbana, Illinois to Washington, D. C. The grant was made in April, 1969 in the amount of \$21,600.

As the proposal indicated, the move is scheduled for late June and early July. It is expected that the network will be open for business the morning of July 1, 1969 at 1346 Connecticut Avenue, on the 12th floor of the DuPont Circle Building, Washington, D. C.

The network will be in transit on June 28, 29 and 30 with loading scheduled for June 28 after two days packing time in Urbana. Binal day of operation in Urbana is June 25. Production schedules have been arranged so that service to affiliates will continue without interruption. By utilization of staff, we have developed three weeks lead time for distribution of programs to be broadcast in the period July 1-18. Affiliates in East Lansing, Michigan and Pullman, Washington will duplicate and distribute four series during the transition. WRVR in New York is prepared to back up program duplication if needed and a commercial duplicating firm in Chicago has been alerted in the event of extreme emergency.

The NERN staff anticipated in Washington totals six (Manager, Secretary, Production Coordinator, Three Tape Technicians). Only three permanent employees have been hired. The Manager, Secretary and Production Coordinator have firm appointments. Two tape duplicators have been employed for the period July 1-September 1 pending an analysis of the operation in its new location. We anticipate a complete review of the duplicating process in view of improved quarters and changes in network personnel.

The network Manager, Miss Landreth, has been in Urbana since June 2. She will remain there until June 28. On June 19, the Production Coordinator (David Eccleston, formerly of WAMU, Washington, D. C.) will go to Urbana for the final week's dubbing operation. He will, of course, familiarize himself with policies and procedures.

The myriad of details accompanying a move of this nature are falling into place. Telephones have been ordered, new mailing labels secured and stamped, transfer of mail from Urbana to Washington is being accomplished. There is no need to bother you with the detail, but the proposal as outlined is developing. There are no major difficulties.

A minor difficulty is one which we anticipated -- namely, the attrition of staff in Urbana when official work was received of the move. The difficulty has been resolved and production is on schedule.

Our plan included the utilization of Ampex Corporation personnel for a complete overhaul of equipment and assistance with the physical layout and installation of the equipment in Washington.

As yet no major variance has occurred in the budget submitted to CPB by MERN for this relocation. I envision no problems in this area.

Though the move is not yet completed, two benefits have already accrued. First, the staff of NERN while inexperienced in young and vital. The enthusiasm and the desire to "make something out of the network" is manifest. Secondly, the fact that NERN is moving to washington has resulted in a variety of contacts. (This may be not only because of the move but also because there is an awareness that NERN has more funds available than ever before in its twelve year history).

Regardless, we are being contacts by numerous organizations regarding cooperative program efforts and activities. Agencies include EERN, BBC, CBC, the University of Missouri School of Journalism, Radio Nederland, the Music Educators National Conference, the National Endowment for the Humanities, etc. The list is small but it is clear that the liaison between NERN and potential program sources will be greatly enhanced.

The next fifteen days are a critical time, but we expect the project to be completed as indicated in our initial proposal.

The NAEB Treasurer, E. A. Hough, has been alerted to provide financial reports to you on or about October 1, 1969, January 1, 1970 and a final summary after thecclose of our fiscal year on June 30, 1970. A special project fund has been established and detailed accounting will be provided. My rebiew of the budget on this project indicates a desire on CPB's part to accomplish the project within the limits of the grant but to allow NERN considerable flexibility in the expenditure of funds so long as the benefits accrue to the benefit of NERN and the affiliated stations.

We will provide you occasional narrative reports similar to this from time to time with the next projected for mid-July after we have initiated operations in Washington, D. C.

Please let me know if I can provide additional information.

Sincerely,

Robert A. Mott

RAM: kh

Mr. Don Quayle
Director of Netowrk Affaira
Corporation for Public Broadcasting
555 Madison Avenue
New York City, New York 10022

Dear Don:

This is an informal interim report on one of the two grants awarded The National Educational Radio Network by the Corporation. A second letter will summarize the other grant relating to the relocation of NERN from Urbana to Washington, D. C.

This document pertains to the \$65,000 grant made January 7, 1969 to support the current operation of the National Educational Radio Network. The grant is based on our proposal of September, 1968.

The NER Board of Directors has studied the utilization of this grant at meetings March 21-22 and May 13-14. NER intends to utilize the grant money prior to December 31, 1969. Though final commitment of funds will be made in calendar 1969, some programs will not be aired by network stations until 1970.

You will recall that at about the time this grant was finalized, discussions were initiated regarding a grant to relocate NERN from Urbana to Washington. A study of the network operation, lead the NER Board to decide that the support grant should be used after the network relocation had been completed and after new network personnel had been employed. Because the network currently operates on a quarterly schedule, it became apparent that first upgrading of programs could not occur prior to the final quarter of calendar 1969 starting October 1.

We expect that between now and August 15, when the quarterly program listing is distributed to stations for selection of programs to be broadcast in October-November-December, the bulk of the grant monies will be committed.

Negotiations are virtually complete for the purchase of raw stock audio tape in sufficient quantity to allow NERN to distribute hour and longer programs on one 10½ inch reel. As elementary as this is, the fact remains that NERN utilized only seven inch reels for all distribution. The impact of this purchase of audio tape stock, reels, boxes, cartons, etc. is improved efficiency at the

network duplicating center during the copying process and less involved playback of the tapes at the using stations. In addition, the 10½ inch reels will be used for music programs and we hope for improved technical quality by use of new, unedited tape. Finally, the purchase of 10½ inch reel tapes will give us flexibility in the network tape inventory. As you can see, this is very much a housekeeping item but an important one which follows a recommendation of NERNPAC.

We have made no use of the support grant funds budgeted for personnel. We will review carefully the network operation in its new environment before employing added personnel. This freedom to delay a decision is possible only because of the operational subsidy included in the NERN moving grant.

Our anticipation is that if the \$21,200 budgeted for personnel is not used in toto, we will direct the funds into program acquisition and development. NER's Board hopes this will be possible. It should be made clear that NERN expects to process and distribute all programs emanating from the CPB direct station production grants without requesting additional funds.

No final commitments have been made regarding the acquisition and/or production of NERN programs. NER has determined that one children's series will be scheduled. Our negotiatinns call for the purchase of 52 programs (45 minutes each) of "No School Today". The producer, Jon Aethur of San Fransisco, has been in contact with NERN prior to the CPB grant regarding use of his two series, "No School Today" and "Big Jon and Sparky". The NERNPAC recommendation of these series was affirmative. The NER Board believes that initially we should utilize only one children's series.

We are in negotiation with CBC and BBC regarding acquisition of programs. Malcolm Frost and I have had a series of conversations and we expect to conclude negotiations in late August or early September. As you know, the BBC Transcription Service appointed Hartwest of New York as its US distributor. That agreement is ending, as it relates to educational radio stations, and Frost has agreed that NERN and BBC should negotiate directly. He has provided us with offerings not made available to Hartwest. The listing is impressive and the difficulty will be in finding dollars to purchase all that we may desire. Frost is amenable to some sort of blanket arrangement to allow carte blanche utilization. I am sure we cannot afford such an arrangement at this time, but I suggest it is an area that NERN and CPB would want to pursue. Partrided of CBC has been in touch with us, and he will be in Washington in July to discuss possible program offerings. Our feeling is that early BBC or CBC purchases should be talk, discussion, drama, etc., rather than music.

NER's utilization of dollars available for domestic programming will be used in the area of news and public affairs. We do not anticipate spot news coverage. Rather, we expect to develop a series of programs that will be distributed on a regular basis -- such as

one half hour per week. We do not plan to rush about after specials or one shots at this time. The approach we are following is one proposed by Al Hulsen (among others on NERNPAC) when comments were requested. The NER Board feels the Hulsen proposal was general in nature but nonetheless provides an opportunity for radio to move toward news and public affairs as the sations want.

As you know, negotiations are in progress with Roger Penn, president of NERN, to contract with NERN to produce one or more public affairs series. NERN has no production capacity. The cross fertilization of NERN-EERN is mutually beneficial and lets us plant the seeds of a production capability coupled with a news and public affairs bureau through an exceedingly small scale.

We are also discussing development of an in-depth background programs with Ed Lambeth of the University of Missouri School of Journalism. Missouri sends eight students to Washington, D. C. each semester for internship work related to their Master's Degree program. Lambeth is seeking a means of utilizing some interns under his supervision in radio news, and we envision an arrangement between the Missouri interns and NERN.

At one time, NER considered making secondary grants to stations from the support monies provided NERN. That approach has generally been discarded though it is possible that small amounts of money might be utilized in this fashion — primarily on a matching basis or a 'push over the top' basis for an individual station.

Some concern has been indicated that CPB will frown on the acquisition of programs from outside sources such as BBC, CBC, Jon Arthur and other production sources. We view this pattern as an initial step and agree that as time passes there should be more innovation and more actual production in place of outright purchase. The direct purchase concept is utilized so that in October, 1969 an impact will be made on the program offerings distributed to NERN affiliates.

The main thrust of NERNPAC, the NER Board, the Network Manager and myself has been to work for improving the quality and quantity of programming NERN can offer stations. The utilization of the \$65,000 support grant coupled with the distribution of appropriate programs from 23 direct station production grants will result in the best offerings NERN has ever made to its affiliates. Most important to the stations is that we are reflecting their needs and decisions without increasing their costs.

I will advise you of any significant developments in the utilization of the support grant as they occur. Our fiscal office, E. A. Hough, has established a separate account for this grant. Precise accounting will be maintained.

Your comments and reaction will be welcome.

Sincerely,

Robert A. Mott

Corporation for Public Broadcasting 555 Madison Avenue New York, N. Y. 10022

(212) 582-2020

June 16, 1969

Mr. Robert Mott Executive Director National Educational Radio 1346 Connecticut Avenue, N.W. Washington, D.C. 20036

Dear Bob:

Thanks so much for the warm hello: The telegram is very much appreciated.

And I look forward to Thursday and the real beginning of the beginning.

Sincerely,

Al Hulsen

Director of Radio Projects

AH:ke

May 26, 1969

Mr. John Macy President, Corporation for Public Broadcasting Suite 630 1250 Connecticut Avenue, N. W. Washington, D. C. 20036

Dear Mr. Macy:

The Board of Directors of National Educational Radio at its May 13-14 meeting developed policy positions on a number of recommendations contained in <a href="https://example.com/public-nations-contained-in-the-public-natio

It is the sense of the NER Board that initial CPB actions relating to radio have been appropriate. However, the Board feels that the Corporation does not attach the proper sense of urgency to radio. The directors believe that Public Radio Study recommendations should be implemented as rapidly as possible.

The attachment reflects the position of National Educational Radio. We look forward to working with you and your staff to insure that radio stations and their audiences accrue the benefits of the Public Broadcasting Act of 1967.

Sincerely,

Robert A. Mott

Enclosure

Identification of a "Public" Radio Station

CPB (with the Ford Foundation) has completed two studies of public radio. Neither adequately identifies or defines a "public" radio station.

The 400 stations now broadcasting serve a variety of purposes and intents and have divergent program philosophies. Not all are serving the public. They should not be supported by CPB funds.

The NER Board identifies a "public" radio station as outlined below and directs that this definition be submitted to the Corporation for review and adoption.

- The station must have more than 10 watts power.
- The station must employ a professional staff (non-student) equivalent to 1½ persons including the following:

A. Station Manager 50% or more time
B. Program Director 66% or more time
C. Chief Engineer 33% or more time

or approved equivalent.

3. The following minimum operational schedule must be met:

Calendar 1970:

8 hours per day 5 days per week 44 weeks per year

Calendar 1971:

10 hours per day 6 days per week 48 weeks per year

Calendar 1972:

12 hours per day 6 days per week 52 weeks per year

(This minimum operational schedule is required unless limited by terms of the station license, i.e., share time or day time only.)

4. The station must demonstrate a "public" programming philosophy by scheduling material for broadcast that reflects a serious and extensive program commitment to educational, public affairs and cultural concerns.

Programming and Interconnection

NER supports immediate action leading to the establishment of a radio interconnection and the beginning of network broadcasts. We request CPB to confer with NER regarding the development of these facilities and their utilization.

Assurances are sought from CPB that in the near future negotiations with AT&T will be initiated to secure reduced tariffs or free rates for a national radio interconnection.

When the appropriate rate structure is developed, CPB will incorporate radio into PBS or develop a separate legal entity to operate the radio interconnection.

The NER Board takes the position that all "public" radio stations be interconnected. NER believes PBS should operate the interconnection but will not program the network.

The "public" radio stations using the interconnection should be appropriately represented in any management group structure developed.

In the event radio falls within the confines of PBS, the policy-making Board should include numerically equal radio and television management representation.

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The Board agrees in principle to the concept of a merger between National Educational Radio Network and the Broadcasting Foundation of America. The NER Executive Director is to proceed with negotiations with representatives of CPB and BFA. Any agreement negotiated must be approved by the NER Board of Directors and the NAEB Executive Board.

-0-

The Public Radio Study recommendation that the NER tape network be separated from NER and made the base for an independent non-commercial radio network was discussed. The directors decided that NER will consider restructuring NERN when the following conditions are met:

- That NERN will be the base for a non-commercial radio network operated as a semi-autonomous organization.
- That restructuring will lead to stronger program service. Program quality and the number of programs produced must be improved and increased.
- 3. The network would have a separate Board of Directors made up of representatives of using radio stations. The network board would be responsible to the NER Board of Directors.
- The NER is appropriately compensated via subsidy for the loss of the network.

When developments relating to the establishment of PBS and the relationship of NERN/BFA are more clearly defined, the NER Board will take a more detailed position on the restructuring of NERN.

National Educational Radio Functions

The process of identifying roles and functions of CPB and NER should continue. The NER Board believes that several of the activities identified for CPB in the Public Radio Study should be carried out by National Educational Radio. These include:

- Establish and maintain relationships with legal, engineering and research consultants who would provide information and assistance to radio stations through NER.
- Develop and disseminate data on the audiences of public radio stations.
- Assume responsibility for the promotion and public relations activities for public radio. The responsibility for public radio program promotion and publicity would be assigned to NERN or its successor network.
- Serve as the information channel for used radio equipment among public radio stations and from commercial stations.

Personnel

The NER Board assumes that CPB will <u>not</u> establish the Public Radio Bureau recommended in the study. NER believeskthat the Corporation staff should include personnel designated to work with radio and to develop plans for projects discussed

previously in these recommendations. NER is pleased with the appointment of Mr. Hulsen but feels that CPB must evaluate carefully radio's needs to insure that the entire Corporation staff is cognizant of radio.

NER endorses the scholarship and fellowship programs. They should be continued and expanded. Particular attention should be given to the recruitment of personnel from minority groups. The ratio of radio to TV scholarship and fellowship grants should be re-evaluated.

The CPB Radio Advisory Board should be more precisely structured. Officers should be elected and committees appointed. Opportunity should be provided for the Advisory Committee to meet independently of the CPB staff. The Advisory Board should meet periodically during the next few months with the President of CPB and appropriate Corporation staff members.

Other Matters

The NER Directors assert that this is the time for implementation of the recommendations made in the Public Radio Study. Time has been lost while the study was conducted. Further delay may halt what little momentum has been created.

NER envisions need for one additional study: The recommendation calling for examination of the organization of individual stations and their relationship with licensees. Such a study should be undertaken with emphasis on the relationship between station managers and officers of the licensee.

Mr. David C. Stewart Director of Special Projects Corporation for Public Broadcasting Suite 630 1250 Connecticut Avenue, N.W. Washington, D.C 20036

Dear Dave:

My review of the applications for the Foreigh Fellowship Program results in the following recommendation:

For the BBC 1. Jack Mitchell 2. Richard Calhoun For the CBC 1. Juris Jansons 2. Richard Borstadt

It is my view that these four applicants are in a group by themselves.

Three other candidates seem to fall in middle ground and might be considered. They are (in alphabetical order) Meuche, Pittman, and Richardson.

I do not recommend any of the remaining candidates and suggest that only the top four listed be given serious consideration. I am unable to identify a third candidate for either fellowship.

I do not agree with your suggestion that it might be better to defer than to recommend someone in whom we may lack confidence. The Corporation has elected to go into the scholarship and fellowship program. Having made that judgment, and having received applications meeting the parameters, I believe CPB has an obligation to complete the selection process.

I have made no attempt of substantiate my selections but I'm willing to discuss my selections if this is necessary of desirable.

Please let me know if you need further information or comment.

Sincerely,

Robert A. Mott

RAM: drd

Mr. John W. Macy, Jr. President, Corporation for Public Broadcasting Suite 630 1250 Connecticut Avenue, N. W. Washington, D. C. 20036

Dear Mr. Macy:

The Board of Directors of National Educational Radio, reacting to inquiry from a number of member stations, has directed that I contact the Corporation regarding the clearance of television programs distributed via the CPB interconnection for broadcast on educational radio stations.

Previously, National Educational Television has made available the audio portion of some programs for broadcast on radio stations.

The Board of Directors of National Educational Radio recommends that CPB develop a policy that will provide:

- Permission of non-commercial radio stations licensed to the same parent organization as an educational television station to carry live and direct the audio portion of all CPB supported interconnected programs.
- 2. Permission be granted for non-commercial radio stations licensed to the same parent organization as an educational television station to record for play on a delayed basis, the audio portion of all CPB supported interconnected programs.
- 3. Permission be granted for the National Educational Radio Network to tape record the audio portion of all CPB supported programs distributed via interconnection. The permission granted would include the right of National Educational Radio to distribute such programs to member stations via tape on a delayed basis.

page two Mr. Macy

May 20, 1969

In the first two instances, 47 radio stations would be eligible to program the audio protion of CPB supported programs.

In the case of item three, NERN would make distribution to those stations among its 180 transmitting stations requesting the programs.

There is growing concern that educational radio stations have not yet been interconnected -- particularly in view of the announced plans to develop a national TV interconnection on a fourteen hour daily basis.

In view of the Corporation's mandate to serve both media, the spin off of live and taped programs from the CPB interconnection merits consideration.

I am advised that some radio stations are entering into individual negotiations. CPB, NET, NERN and the affiliated radio and TV stations would benefit from a blanket clearance arranged through your organization.

Sincerely,

Robert A. Mott

RAM: lkl cc: Lucinda K. Laddreth Richard Estell

Corporation for Public Broadcasting

Suite 630

1250 Connecticut Avenue, N. W. Washington, D. C. 20036

(202) 223-2228-9

John W. Macy, Jr. President

May 16, 1969



Mr. Robert A. Mott Executive Director N.E.R. 1 346 Connecticut Avenue, N.W. Washington, D.C. 20036

Dear Bob:

Please find enclosed the responses to our solicitation of recommendations for our Foreign Fellowship Program.

I have resisted reviewing these myself and therefore have no special comments or instructions. As you will recall, it is our hope that we could provide each foreign broadcasting corporation with three candidates, so that the foreign broadcaster could participate with us in the final selection.

We have received far fewer recommendations than we had anticipated. As a result, it is conceivable that we will not find a sufficiently qualified candidate among any of the names. I am sure you will agree that it would be better to defer the fellowship than to recommend someone in whom we may not have sufficient confidence.

In any event, I will appreciate your reviewing these recommendations at the earliest possible opportunity and returning them to me with your comments, judgments and observations. It will be helpful to us if you will indicate your first, second and third choice for the Fellowships at BBC and CBC.

Sincerely,

David C. Stewart Director of Special Projects

DCS:bg Encl.

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W.X

Copy for NAEB Gree. Stoff
ETS Staffwhen to Me. Hanley
Corporation for Public Broadcasting

Suite 630

1250 Connecticut Avenue, N. W. Washington, D. C. 20036

(202) 223-2228-9

John W. Macy, Jr. President

May 10, 1969

Mr. William G. Harley President National Association of Educational Broadcasters 1346 Connecticut Avenue, N.W. Washington, D.C. 20036

Dear Bill:

My colleagues in public television agree with me that public television is on the threshold of a new era. As is so often the case, the character of that era is much more difficult to assess than is the emergence of the era itself.

As we embark on this new era, the timing appears opportune to raise what is perhaps both the most significant and most neglected question, "What is to be the programming philosophy for public television?"

There have been strong reasons why probing questions regarding programming philosophy have not been answered in the past. Financial, technological and organizational concerns all have commanded a higher priority. Many, indeed most, of these same concerns remain unresolved today. However, before further progress can be achieved on the financial, technological and organizational problems, a more clearly defined programming base must emerge. After all, programming is the basic product of public television.

It is for this reason that I am so delighted, on behalf of our hosts, the Charles F. Kettering Foundation and the Johnson Foundation, as well as myself, to invite you to attend the Exploratory Conference on Public Television Programming.

The principal objective of this Conference will be to identify opportunities and possible new directions for public television programming. Subject matter at the Conference will be limited to programming concerns in news, public affairs, general knowledge, cultural areas, sports and entertainment.

The Conference is scheduled to begin with an informal gathering on the evening of Wednesday, June 25, and extend through the early afternoon of Saturday, June 28. It is to be held at the Johnson Foundation's Conference facility, Wingspread, located near Racine, Wisconsin. The Conference staff will arrange for your lodging and local transportation in Racine, and will arrange to reimburse you for your travel expenses connected with the Conference.

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About twenty individuals who are not directly involved with public television programming, but who represent a broad range of backgrounds and perspectives related to public television programming concerns have been invited to attend the Conference. The remainder of the Conference participants (approximately fifteen) are to be representatives of national institutions involved in public television and local public television stations.

An advance paper providing additional detail on both the central purpose and parameters of the Conference will be mailed to all participants about June 1. Information regarding lodging arrangements will be supplied well in advance of the Conference. Information concerning your individual travel plans would be appreciated at that same time so that the Conference staff can arrange to meet your flight at the Milwaukee Airport.

I have high hopes that this Conference will mark another significant step in the development of a powerful, viable public television system. I am most hopeful that you will be able to join us in this important undertaking.

Sincerely yours,

John W. Macy, Jr. President

Theck out him ne: GNE anchorman

Corporation for Public Broadcasting

555 Madison AvenueNew York, N. Y. 10022May 14, 1969

(212) 582-2020

Miss Lucinda Landreth Administrative Assistant (almost emeritus) National Educational Radio National Association of Educational Broadcasters 1346 Connecticut Avenue, N.W. Washington, D.C. 20036

Dear Cindy:

Hope our "date" for Friday, the 23rd is still on. As plans stand now, I'll take an early plane down and be at your office shortly after 9:00 a.m. I'm also going to try to get over to the FCC later in the day.

Well, I've decided to stay here. I'm still not sure how happy I am about this, but the combination of the good deal at Columbia and the possibilities of trouble with the WAMU job finally decided me. Living in New York for another year will be a mixed blessing, but at least the decision is made. I will probably continue to work part-time for the CPB, expecially as Al Hulsen is to be the Director of Radio Affairs as of June 15.

Did you talk with David? I am now extremely curious to see who the university gets to run things. Hope it is somebody who is a bit familiar with the politics of the situation!

· See you soon.

Sincerely,

Len

Corporation for Public Broadcasting

555 Madison AvenueNew York, N. Y. 10022May 14, 1969

(212) 582-2020

Mr. Robert A. Mott Executive Director National Educational Radio National Association of Educational Broadcasters 1346 Connecticut Avenue, N.W. Washington, D.C. 20036

Dear Bob:

As Cindy may have told you, I have for the past ten days been struggling with this year's "big decision." American University offered me the position of Director of Telecommunications, which of course included becoming station manager for WAMU-FM. After much thought, floor-pacing, etc., I have, somewhat regretfully, decided to stay here, get the Ph.D. at Columbia, and then seek my fortune.

At the moment, I have not heard who else the university may be considering. It could be a wonderful job -- or very trying, or even both, as you know, and I hope they get someone who sees all the dimensions of the situation there. If Columbia and the Corporation weren't giving me such a good deal here, I would have accepted the A.U. offer. It's one of those decisions that I will never be sure about, but at least it's made.

Hope to see you on Friday, May 23, when Cindy and I are planning to get together to discuss questionnaires, mailing lists, and other radio data. I will be returning to Washington for the summer, and teaching two courses at A.U. in June and July.

We "corporate" people are about ready to move into our new building. The CPB has had so many address changes that eventually nobody will be able to locate us. Which may be the idea.

Best regards.

Sincerely,

Elizabeth L. Young

May 7, 1969

Mr. Donald Quayle Director of Network Affairs Corporation for Public Broadcasting 555 Madison Avenue New York, New York 10022

Dear Don:

In one of our recent telephone conversations, I discussed the possibility of submitting proposals for radio coverage of the National Education Association convention in July and the German elections in September.

This is to advise you that NERS will not submit proposals on either event. In further discussions with NEA, they feel the coverage would be premature.

In the case of the German elections, we have ascertained that the program will be available to NERN without charge. We have not yet decided whether or not the election will be broadcast. It is clear that adequate support is available from sources other than CPB.

It was good to talk again on May 1. The NER Board will take a number of actions at its meeting on May 13-14 that will be of interest to the CPB staff.

Sincerely,

Robert A. Mott

t.

RAB: cq

Mattender May 2, 1969 Mr. John Macy, Jr. President Corporation for Public Broadcasting Suite 630 1250 Connecticut Avenue, N.W. Washington, D.C. 20036 Dear John: I want to add my own expressions of gratitude to those of Bob Mott for the grant for moving the National Educational Radio Network to Washington, As you know, this move has long been contemplated, but, until now, has not been feasible. With this assistance we will be able to establish the Network headquarters in Washington from where we feel it can be projected into a new level of usefulness to its affiliates and help substantially to strengthen educational radio nationally. Sincerely yours, William G. Harley WGH: cq

N E W S from Corporation for Public Broadcasting 555 Madison Avenue New York, New York 10022 (212) 582-2020 (J. C. Dine)

FOR RELEASE ON RECEIPT

CORPORATION FOR PUBLIC BROADCASTING ANNOUNCES \$17,000 GRANT FOR A FILM PRODUCTION CENTER

New York, May 2 - The Corporation for Public Broadcasting has granted \$17,000 to public television station WGBH in Boston to assist in the first phase of the development of a new film production center.

In announcing the grant, John W. Macy, Jr.,

President of the Corporation, said the \$17,000, plus

\$7,800 contributed by WGBH, will support the production of
two films by Tim Hunter, a young Boston film maker, for
showing on public television.

The 40-minute films will be "Prophetic Pictures," adapted from the story by Nathanial Hawthorne, and "Eleanora," from the story by Edgar Allan Poe. The two films will be produced simultaneously using the same cast of actors.

(MORE)

Mr. Macy noted that the WGBH grant was one of several made recently by the Corporation for the purpose of developing new film-making talent for public television.

In recent weeks, CPB has granted \$26,000 to help establish a Southwest Creative Film Center at KLRN-TV,

Austin, Texas and \$75,000 to the American Film Institute.

Mr. Macy said other film-making proposals are currently under consideration.

"Through programs of this kind," he said, "we hope to bring into public television some of the creativity being displayed in independent film making. We want to demonstrate to film makers and young, creative people in general that public television holds considerable promise as a place where their talents can grow. In addition, we want to show the viewing public that public television programs can be exciting."

UNITED STATES NATIONAL STUDENT ASSOCIATION

2115 S STREET, N.W., WASHINGTON, D. C. 20008

202 / 387-5100

CABLE / NATSTUD

ROBERT S. POWELL, JR.

BILL SHAMBLIN, Vice President Executive Affairs JAMES GRAHAM, Vice President Campus Affairs

From: Steven A. Bookshester, Program Development

Re: A New Program of Radio Production to Serve Needs in Higher Education and Communi-

ity Development

With very few execptions, use of media--particularly electronic--has been minimal in student efforts directed at both change in educational institutions and change in the general community. At the same time, no body of experts would question the need for new attitudes and improved communication of proposals for innovation as a prerequisite of non-violent change on the campus and in the greater community.

There appears to be an almost day-by-day growth in the deterioration of understanding of the demands and needs of students and other young people in America; brief, news reports, film of violent incidents, preconceived television "Documentaries" seem only to enlarge this gap between the young and other segments of the population.

Within the so-called "youth subculture" itself, there is an increasing fragmentation and a growing polarization of attitudes. Students in the Northeast have insufficient information on which to make reasoned decisions about happenings in the West; many white students have little understanding of the felt needs of their black counterparts.

Students and other young people receive little information on the actions of Congress and various Federal agencies which may importantly affect their lives; government officials and community leaders receive only fragmentary reports on events with the "youth subculture."

Students and others working on the campus and within minority and poverty-dominated communities for nonviolent change have no real national vehicle for communication of their experiences, viewpoints, and needs. Innovators have no national forum for communicating their ideas and the developments of their projects.

New efforts are needed to end this lack of communication which can be seen without overstatement as disastrous. Too often, the response of educational broadcasting has been to produce programs "about the crisis in..." Panels of experts are both a poor method of dealing with events and issues and poor communication relative to listener program interest. What is needed is imaginative use of media by those who are involved and intimately concerned with the events, issues, and ideas.

Radio is the obvious vehicle for a national media effort to serve the stated needs in higher education and community development. Noncommerical educational radio stations exist across the country, providing the potential for a total communications service. Radio offers the potential lowest cost relative to audience, and clearly offers the lowest cost of program production, as well as the greatest flexibility and ease of production for a national effort involving communicators lacking technical expertise.

Cassette tape recorders allow almost any young person the opportunity to be a participant in program production. Low cost, ease of operation, and total machine mobility allow coverage of any event, communication of any idea.

High listener interest and community financial support of the growing number of noncommercial listener-supported stations not related to other existing institutions make it clear that radio can maintain a large and important audience for communication dealing with events, ideas, issues and innovation if the quality of programming is high.

:A National Communications Center -- To Serve Needs in Higher Education and Community Development:

The United States National Student Association (NSA) proposes the creation of a National Communications Center -- To Serve Needs in Higher Education and Community Development.

NSA is uniquely qualified to fulfill this function. A national confederation of nearly 400 student government associations which affiliate through campus referrendum or vote of the representative student government body, NSA has working relationships with the greatest number of college students and young people of almost any national organization. It is an association run by and for students, to service the needs of students and other young people.

NSA offers a wide diversity of staff resources in specialized areas of work for educational and community change, a willingness to cooperate with all groups and individuals working in those areas, and a proven ability to manage national projects.

It represents the interests of its constituents to various professional groups and governmental bodies, and so provides known working relationships with almost all the parties involved in the situations described on the first page of this statement.

Corporately, NSA is a nonprofit institution incorporated under the laws of the District of Columbia. Its current yearly budget is nearly \$800,000, provided by a Student Services Division, foundation grants, and government grants and contracts.

NSA proposes the establishment of the National Communications Center. The Center would develop and distribute radio programming covering a broad spectrum related to needs in higher education and community development. Program production of Center-initiated offerings would be the final responsibility of recent college graduates with broadcasting expertise, under the employ of the National Student Association.

Contributors are seen particularly, but not limited to students and other young people interested and working in campus and community situations. Student governments, campus groups, and student-related community organizations would be encouraged to purchase low-cost, easily operable recording machinery. Universities would be encouraged to subsidize the cost of such a purchase, and to make existing campus facilities available to these groups.

Campus and community noncommercial stations would be utilized both as 'stringers,' and as a source of interesting, high quality programs to be distributed on a national basis by the Center.

In all cases, the professional staff would have final authority over production, to insure program quality and high listener interest. (This is not to be interpreted in any way to suggest censorship of ideas or content: there would be none, except as to general reasonableness and compliance with all regulations of the Federal Communications Commission governing program content and fairness.)

While it is proposed that a National Conference of related parties be held as soon as possible following funding to suggest priorities in development of programming, the following are envisioned as reasonable initial offerings:

- 1. A bi-weekly half-hour series on educational innovation, drawing on official university projects, experimental colleges, experimental course offerings, institutional changes involving improved student participation in decision—making, new learning communities, research projects, other related matters.
- 2. A weekly series on campus events of national interest and importance, a hour in length.
- 3. A weekly series from Washington on the Federal government and higher education, $\frac{1}{2}$ hour, relating Congressional committee work and floor action, important decisions and work being done by HEW, USOE, NIMH, and other pertinent governmental bodies.
- 4. A bi-weekly half-hour series dealing specifically with the problems and needs of black students and other minority group students.
- 5. A bi-weekly half-hour on student-related community action for change.
- A monthly program, one hour, produced with the cooperation of minority communities, featuring the views of members of those communities, edited only for program quality.

It is clear that the diversity of offerings would grow rapidly as staff made new contacts. Initial staffing is seen as: field staff, one full-time staffer in each of the following areas: West Coast, Rocky Mountain-Southwest, Midwest, Southeast, Northeast (total: 5); Washington-based staff: director of Center, engineer, producer, administrative secretary, part-time secretary (total: 5).

The general administrative staff and facilities of the National Student Association would provide for printing, mailing services, and other necessary administrative functions.

Field staff would be reporters, trainers, and representatives of the Center in initiating contact with new groups for cooperation in program development. The director would have administrative and program responsibilities.

Engineer and producer would complete the needed Washington production group, and Washington would also have work responsibilities for the Mason-Dixon region. An administrative secretary and a part-time $(\frac{1}{2})$ secretary are seen as necessary for a project of this scope.

The program is seen as a new, non-duplicating effort to improve the quality and relevance of educational broadcasting, create new relationships between those interested in utilizing broadcasting as a vehicle to increase national dialogue——improving understanding of problem areas and increasing the possibilities of nonviolent change——, and serve an imperative national need so as to improve the quality of national life.

It would indeed be foolish to suggest that the Center would be "the" national vehicle which would totally serve all of the needs stated above; we wish only to observe that as conceived it would be a very important step in fulfilling those needs.

In addition to their functions as stated, field staff would be encouraged, as responsibilities permit, to introduce communications skills to high-school youth active in the tutorials and community projects serviced by NSA's OEO-funded Tutorial Assistance Center. Funding would be sought from other sources to further such work, in the hope that the Center might produce programs relevant to the needs of high school students. The Tutorial Assistance Center is currently seeking funding for a series of projects working with middle-class high school youth, and the Center would hope to obtain private funding to build a meaningful media component into those projects.

More than twenty members of the NSA staff (nearly fifty total) do significant amounts of travel, and these individuals would be given training sessions by the Center staff in machine use and broadcast techniques, allowing for these staff members to serve as important resources of the Center.

Envisioned are a regular monthly informational publication to participating stations and interested individuals and groups, describing Center work, giving programming ideas, and other related information.

The Center would make available spot promo's, mats and offset proofs for program promotion, and a series of posters promoting programming, primarily for use by campus stations.

In addition to regular series, the Center would offer "extras" as programs of value were developed. Also seen as important are syndication of locally produced programs, and the development of a national distribution for important lecture series where those series would clearly have high listener interest. In some ways similar to the CBC's Massey lecture distribution, universities and university stations would be encouraged to regularly record the classes and/or lectures of distinguished faculty on matters of national concern.

In no way is Center work meant to overlap with existing programming. The Center would be willing to assist in improving distribution of current efforts, on whatever basis the producing institution felt necessary.

Center-produced programming, and, it is hoped, other syndicated programming, would be offered to stations at the cost of duplication. Contact with commercial contractors who do such duplication suggests a cost of \$2.25 per half-hour, which would be adjusted to a minimum charge for service and postage in the case of stations wishing to return tapes after broadcast.

The Center would maintain a tape library for loan of specialized programs, although its activities are seen as minimal. The Center would also maintain records on programs relating to the concerns of the Center available from other sources.

Finally, the Center would make its Washington production facility available to other groups in the Washington area with interests related to those of the Center, and would offer to do administrative distribution for those groups, subject only to the reasonable demands that the first priority in use of those facilities is for Center-directed work.

(Various educational associations and groups such as the Urban Coalition are seen in this situation.)

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BUDGET: A NATIONAL COMMUNICATIONS CENTER

Note: This budget is seen as needed to develop the program described in this statement. It could be redesigned, with a corresponding change in the scope of the project.

Equipment costs are given at list. A five to fifteen percent reduction might be expected when negotiations with suppliers are made.

All costs for travel, office supplies, etc. are based on prior experience with projects of this type. Administrative costs include the project share of the mortgage, basic maintenance of plant, costs for mailing operations.

The budget is shown only for the first year of operation.

Staff

Director '	\$ 6,500	(Salaries as shown have proved adequate	e to attract
Engineer	6,500	skilled staff for NSA projects.)	
Admin. sec'y.	5,500		
Producer	6,000	Washington production facility	\$20,000 estimated
Secretary (1/2)	2,400	(Estimate includes projected cost	
Field staff		of plant improvement.)	1
(5 @ 5,500)	27,500	1	
		6 Tandberg Series 11 portable tape	
	\$59,400	recorders, @ 405 net.	2,430
Benefits		6 microphones, cables, connectors	400
(FICA 10%)	5,940		
		10 Sony cassette recorders, @ 85. net.	. 850
	\$€5,340		
		Estimated total:	\$23,680

Office supplies, misc.	\$1,000
publicity, promotion	3,000
Phone	5,000
Postage, telegraph	1,000
Desks, typewriters	3,000
Trave1	12,500
Production, tape	4,000
Transcripts, etc.	
	\$29,500

TOTALS:

Salary	\$,340 ,680
Equipment Office, trave	1		
	\$	118,	,520
Admin. costs		23.	704

TOTAL REQUEST: \$142,224



Suburban Sound Incorporated

4858 CORDELL AVENUE . BETHESDA, MARYLAND 20014 . (301) 656-0571

February 10, 1969

Mr. Stephen Bookshester National Student Association 2115 S Street, NW Washington, DC

Dear Mr. Bookshester,

Suburban Sound, Inc. is pleased to quote the following system prices:

2- Scully 280-2 Tape recorders in consoles	\$2910.00	\$5820.00
3- Shure SM-57 Microphones	63.00	189.00
2- Lang PEQ-2 Equalizer	460.00	920.00
2- Universal Audio 1176 Program Limiters	490,00	980.00

All the prices above are fixed, the rest of the equipment will be custom built or assembled by Suburban Sound, ${\rm Inc.}$

As a control center, we shall fabricate an eight input, two output console with microphone pre-amplifiers. This will feature two channel control, pan pots for channel selection, and echo feeds. The cost of this unit will be around \$1500.00.

The patch panel, all wiring, control circuits, monitoring, and associated equipment will be designed when an engineer can see the area involved, and design a complete system.

At this time, I would estimate, from our phone conversations, and your needs as described to me, all control equipment, wiring, patch bays--a complete operating studio would run less than \$5,000.00 above the cost of the fixed price equipment listed above.

Thank you very much for your consideration of our firm in requesting this information.

Sincerely,

Donald M. Bailey

DMB/mtf Encl. BIOGRAPHICAL SKETCH OF PROPOSED DIRECTOR

Name:

Steven A. Bookshester

Date of Birth: January 22, 1944

Place of Birth: Chicago, Illinois

Citizenship: United States of America

Background:

B.A. pending twelve hours credit, Roosevelt University, Chicago Major sociology, minor psychology

1967-Director, College Press Service, United States Student Press Assn., Responsible for writing, news coordination of service with 300 college newspaper subscribers.

1967-1968--Reporter-producer, WBAI-FM, New York City. Responsible for general reportage, program production, public affairs interviews and documentaries.

1968--Moved to create Washington news bureau for the Pacifica Stations:
WBAI-FM, KPFA-FM (Berkeley), KPFK-FM (Los Angeles). Arranged coverage
of Democratic National Convention.

Current: Program development, media consultant for the United States National Student Assn. and its Tutorial Assistance Center.

Trade honors: Producer-reporter, 'From Protest to Resistance,' WBAI-FM radio documentary on 1967 Pentagon demonstration. Winner, the Major Armstrong Award presented through the National Assn. of FM Broadcasters for the best non-commercial FM documentary of 1967.

Scanned from the National Association of Educational Broadcasters Records at the Wisconsin Historical Society as part of "Unlocking the Airwayes: Revitalizing an Early Public and Educational Radio Collection."



A collaboration among the Maryland Institute for Technology in the Humanities, University of Wisconsin-Madison Department of Communication Arts, and Wisconsin Historical Society.

Supported by a Humanities Collections and Reference Resources grant from the National Endowment for the Humanities









